Carbohydrates

NOVEMBER 1931

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U.S. Department of Agriculture

"Every business man should look for ways and means to improve his business and his service. Advertising and other trade-quickening methods should be put to immediate use. We need a rebirth of the spirit that has given this country a foremost place among the nations."

From an address by William N. Doak, Secretary of Labor

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The MANUFACTURING CONFECTIONER

THE BEAUTY OF M M & R PRODUCTS IS IN THEIR

»»»» Quality ««««

Surface beauty is one thing—through and through quality is another. You want to make your products "look good enough to eat"—but you also want to be sure they ARE good to eat.

To do that you need quality in your flavorings—and quality is just another name for MM&R products. Uniform, superior quality has built and kept the MM&R reputation secure. Put it to work in your confections. Send for testing samples of the following specialties —now!

MM&R CONCENTRATED MAPLE FLAVOR (Imitation). For flavoring cream centers, imitation maple syrup, etc. MM&R CONCENTRATED MAPLE FLAVOR (S. C. Type). For household and flavoring extracts of the better type. Manufactured in accordance with the latest prohibition rulings.

MM&R MAPLE CONCRETE (Imitation). For use in making non-alcoholic extracts or as a flavoring element where alcohol is not required—in confections, ice cream, icings, syrups, etc.

And these standards for confectioners:

Mohawk Oil Peppermint
Imitation Jamaica Rum Flavor
Oil Violet "S"
Oil Limes Imitation Dist. Type

MAGNUS, MABEE & REYNARD, Inc.

Essential Oils, Aromatic Chemicals, Balsams

32 CLIFF STREET, NEW YORK

29 SO. CLINTON ST., CHICAGO

The MANUFACTURING CONFECTIONER

Vol. XI NOVEMBER, 1931 No. 11

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Published Monthly on the 15th by
THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY
222 North Bank Drive (Merchandise Mart), Chicago, Illinois. Phone Superior 9777.
Eastern Offices: 303 West 42nd St., New York, N. Y. Lackawanna 4-4166

Founder—E. R. Allured *Eastern Manager*—R. W. Wilmer
Associate Editor—N. I. Gage *Business Manager*—Prudence M. Allured

English Representative: L. M. Weybridge, Members Mansions, 38 Victoria St., London, S. W. 1

Subscription Price: One Year, $3.00; Two Years, $5.00; Canadian, $3.60; Single Copies, 50c

Vol. 11. No. 11. Entered as Second-Class Matter October 24, 1922, at the Postoffice at Chicago, Illinois, under the act of March 3, 1879. Published Monthly. Subscription Price, $3.00 Annually.

D&O
ESTABLISHED IN 1798

ESSENTIAL OILS
and Kindred Products

"SUPERMENTHA"

"SUPERMENTHA"

•

A multiple rectified Oil of Peppermint from which the "harsh" sections of the natural oil have been eliminated. It gives to mint chocolate a rich and smooth peppermint flavor not equalled by other brands.

•

TRY IT IN YOUR "AFTER DINNER" MINTS

"SUPERMENTHA"

DODGE AND OLCOTT COMPANY
180 Varick Street New York City
Consult Us for Any Desired Information

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The Manufacturing Confectioner's Approved Advertising of

Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER *is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of* THE MANUFACTURING CONFECTIONER *are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER *are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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New!

Unco Brand

WASSEROEL

POWDER

Experimental work and practical application indicates clearly that UNCO WASSEROEL is adaptable particularly to the confectionery manufacturing and flavoring extract fields. Not only does it serve as an emulsifying and dispensing agent, but it lends a "body" to your product—a most desirable function in certain preparations. The ready dispersion of flavoring oils in confectionery and kindred products is an important factor and the addition of specified quantities of UNCO WASSEROEL before mixing with the product, assures this action.

EFFICIENT
CONVENIENT
ECONOMICAL

for use in:

CONFECTIONERY
ICE CREAM
FLAVORINGS
BAKERS' SUPPLIES

UNGERER & CO.

13-15 West 20th Street
NEW YORK

Quality that never varies!

What a satisfaction it is to use chocolate coatings you can depend on season after season, year after year! Always the same rich flavor. Always the same smooth texture. No anxiety about the increasing critical consumers. It pays to use

MERCKENS
Fondant Process Coatings

These features make Merckens Fondant Process Chocolate unsurpassed in quality. Variety that covers every requirement.

For high quality vanilla coatings we recommend:

1. Tehuantepec Vanilla
2. Richmond Vanilla
3. Bourbon Vanilla
4. Brighton

Milk Coatings

1. Alderney Milk
2. Geneva Milk
3. Normandy Milk

Merckens Chocolate Company., Inc.
Buffalo, N. Y.

BRANCHES

NEW YORK
25 W. Broadway

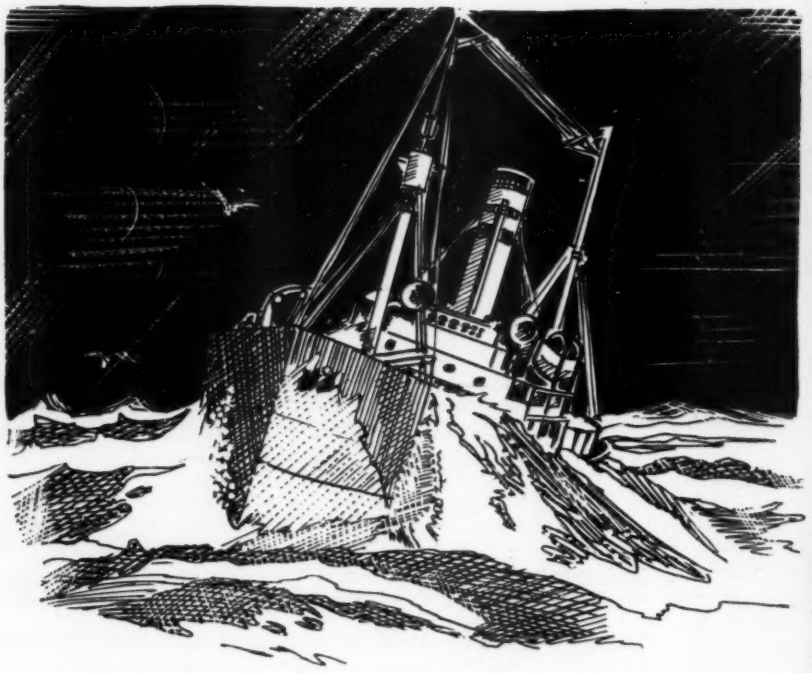
BOSTON
131 State Street

LOS ANGELES
412 W. Sixth Street

CHICAGO
Handler & Merckens, Inc.
180 W. Washington St.

FALSE ECONOMY *sunk* THIS SHIP

Sub-Standard Construction to Save a Little in First Cost Lost the Entire Investment . . .



IT CAN AS EASILY SINK YOUR SALES PROGRAM

The difference in cost between a good flavor and a poor or mediocre one can scarcely be calculated in a pound of candy. A saving of a fraction of a cent in flavor can easily spoil a dollar package.

FRITZBRO flavors embody the results of sixty years of progressive study and research in this field. Each is particularly designed for a particular purpose. It is as important to select the *proper* flavor for your particular conditions as it is to buy a *good* one. Given conditions which you have to meet we can draw on our experience and select from our extensive line the flavor which will produce the best results, or if necessary create a new one.

The entire confectionery field is covered. FRITZBRO flavors are successfully used in hard candies, gums, jellies, fondants, etc., from the very highest down to the cheapest grades. All are of the modern type in full keeping with the present day preference for true to nature flavor types.

Lay Your Flavor Problems Freely Before Us

Complete Catalog on Request

FRITZSCHE BROTHERS, Inc.

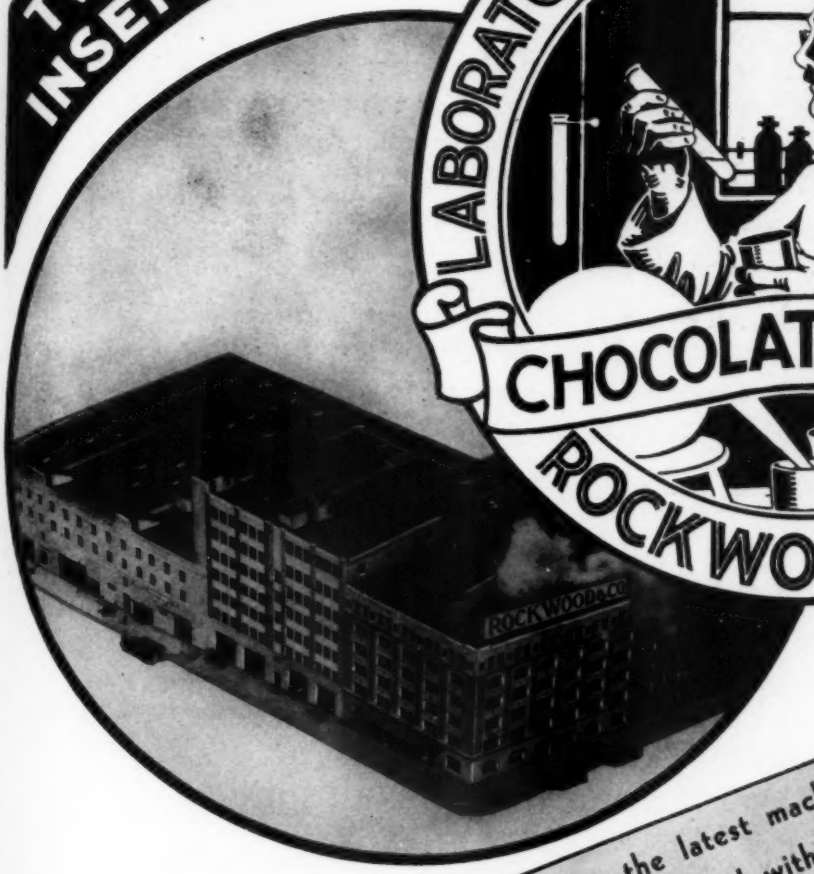
A FLAVOR FOR EVERY PURPOSE

78-84 BEEKMAN ST.
NEW YORK

Fritzsche Brothers of Canada, Ltd.
77-79 Jarvis St., Toronto

118 WEST OHIO ST.
CHICAGO

TWO UNITS-
INSEPARABLE!



LABORATORY CONTROLLED PRODUCTS

CHOCOLATE-COCOA

ROCKWOOD & CO.

A modern, sunlit factory, containing the latest machinery and operated only by skilled craftsmen . . linked with a complete Laboratory which has absolute control of all products.

Inseparable . . one cannot exist without the other . . for Rockwood insists that all products bearing their name must first be of high quality, and second, be absolutely uniform in content.

Manufacturers of confections appreciate this exacting consistency, for it insures a coating that is rich, smooth and velvety at all times.

ROCKWOOD & CO.

BROOKLYN, N.Y.

BOSTON LOS ANGELES CHICAGO

VARIETY *and* QUALITY WILL STIMULATE SALES

Certainly, you have observed that when people are eating Chocolates, they are constantly picking over the pieces to find something different. If the SECOND Chocolate is different from the FIRST, they will invariably try a THIRD; and if this again proves different, they will take "just one more." CURIOSITY LEADS THEM ON.

Why not avail yourself of the excellent sales possibilities which VARIETY is sure to bring by using FIVE or SIX of the following Dipping Fruits to put on the market an ALL FRUIT BOX OF ASSORTED LIQUID CHOCOLATE FRUITS.

PINEAPPLE CUBES
DIPPING STRAWBERRIES
DIPPING PEACH CUBES
DIPPING KUMQUATS
DIPPING PRUNE PIECES
DIPPING RAISINS
DOMESTIC DIPPING CHERRIES
MARASCHINO DIPPING CHERRIES

The VARIETY and QUALITY which can be obtained with these Dipping Fruits should stimulate your sales during the Holidays and Winter Season.

And THE AVERAGE COST OF THESE QUALITY DIPPING FRUITS—WHEN YOU CONSIDER THE COUNT PER CAN—SHOULD NOT BE ABOVE THAT OF DIPPING CHERRIES.

Write us for full particulars about Dipping Fruits

Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway Confectioners' Educational Association Contributor **St. Louis, Mo., U. S. A.**

GUITTARD COATING

IS OF

ABSOLUTE UNIFORMITY

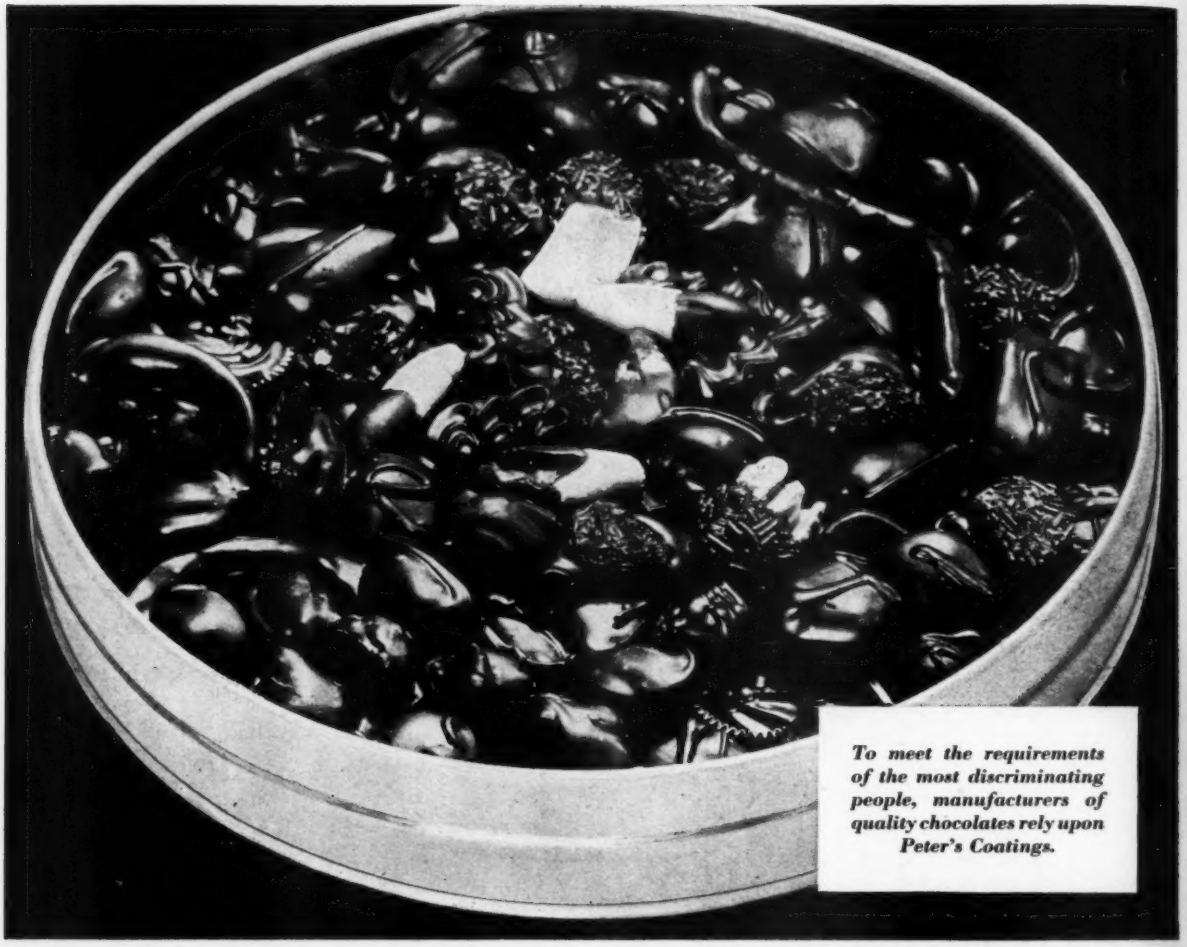
6 ADVANTAGES
IN USING
GUITTARD COATING

1. Higher Gloss
2. Easy Workability and Smoothness
3. Greater Heat Resistance
4. A Finer Chocolate Flavor
5. Quicker Setting and More "Snap"
6. Absolute Uniformity

UNIFORM COVERAGE is assured to the Confectioner who uses GUITTARD Coating—because, during the process of manufacture, each batch is tested and checked for color, flavor and viscosity. Therefore when re-ordering the same brand, the identical coating in every respect will be obtained. A scientific system of laboratory control, combined with the most modern machinery, and over sixty years experience in making Quality chocolate, enable GUITTARD to constantly produce a UNIFORM superior Coating.

GUITTARD CHOCOLATE COMPANY
EST. 1868
SAN FRANCISCO

BETTER CONFECTIONS *match their delicious centers with* THESE SUPERIOR COATINGS



To meet the requirements of the most discriminating people, manufacturers of quality chocolates rely upon Peter's Coatings.

IN every community throughout the country some one manufacturing confectioner clinches the higher-priced candy market... and obtains the cream of the profits... by offering candies that are more pleasing *in every detail.*

He matches the high qualities of his superior centers... their appealing color, proper texture, captivating flavor... with equally high qualities in *coatings. Peter's* Coatings are his choice!

You, too, will find that the true color and unvarying viscosity of these coatings... their full chocolate flavor... their velvety smooth finish and fineness of texture... will help you to win the business of the discriminating people who buy... and pay high... for the best!

Milks, Vanillas, Sweets, Bitter Sweets and Liquors. Peter Cailler Kohler Swiss Chocolates Co., 131 Hudson St., New York City. Branches: Nicholas Bldg., Toledo, Ohio; 1319 S. Clinton St., Chicago, Ill.; 3620 Third Ave. So., Minneapolis, Minn.; 24 California St., San Francisco, Calif.

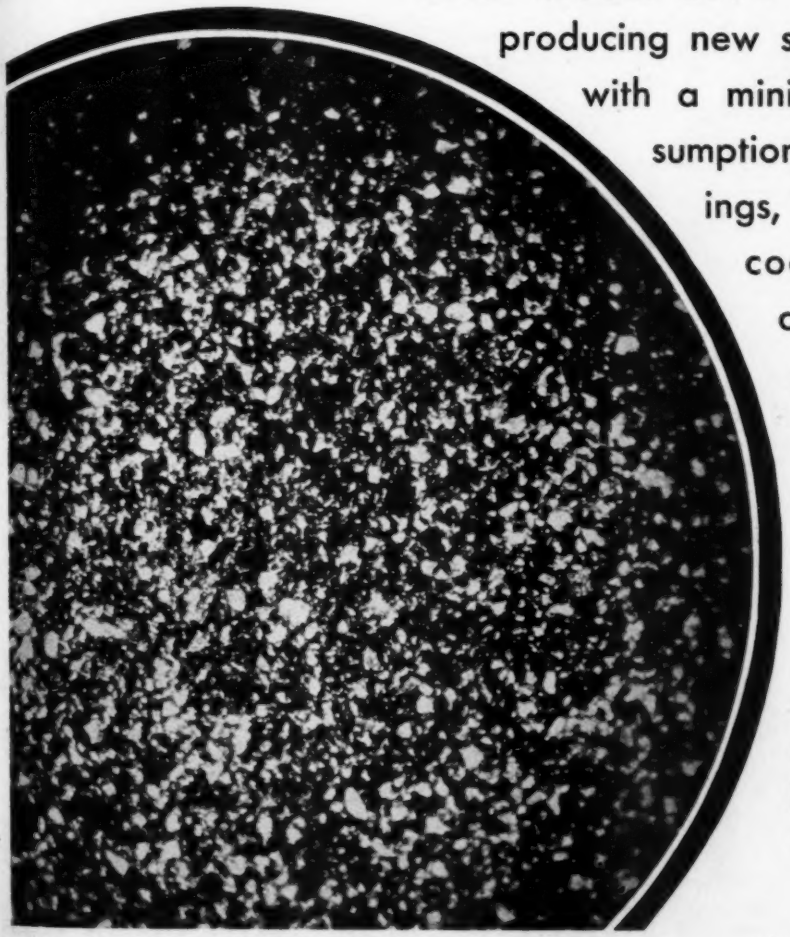
Peter's CHOCOLATE COATINGS

A new type of sugar for fine chocolate coatings

ANHYDROUS CERELOSE

(A PURE WHITE SUGAR FROM CORN)

Actual photomicrograph of coating made with Cerelose. Enlarged 120 diameters.



Mild and not too sweet — a soft crystal, which breaks down easily under milling producing new smoothness of texture with a minimum of power consumption. Try it in milk coatings, bitter sweets and all coatings of high sugar content blending with ordinary sugar to obtain the character and degree of sweetness desired.

•

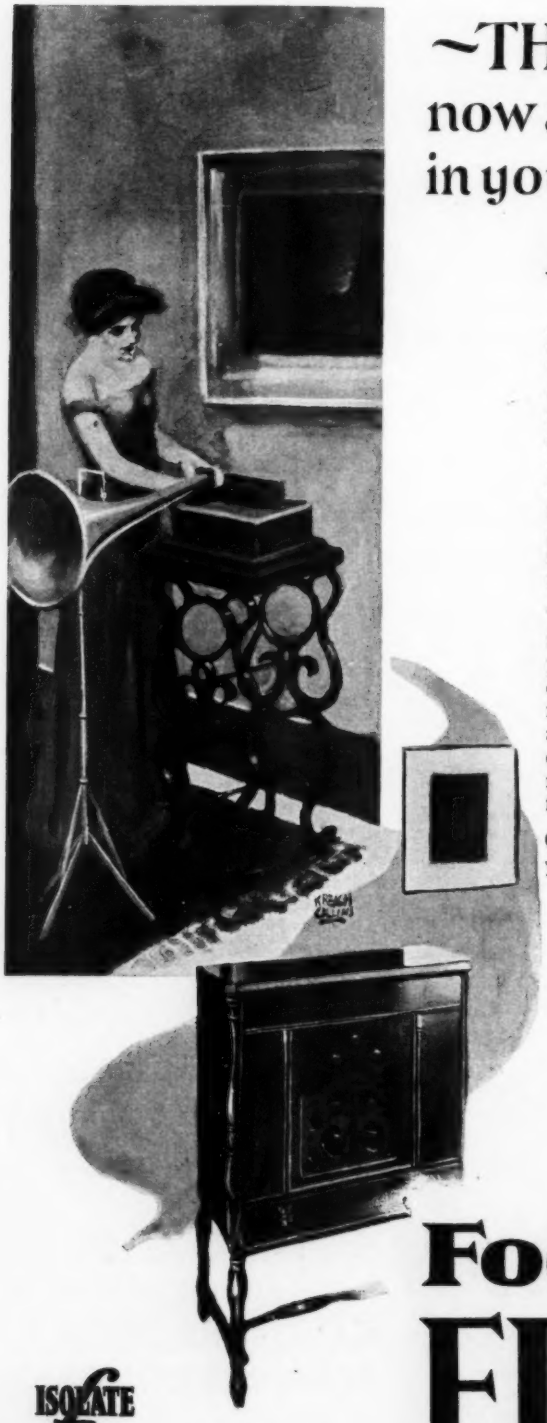
For full particulars write

SALES SERVICE DEPARTMENT

CORN PRODUCTS REFINING COMPANY

17 BATTERY PLACE · NEW YORK

WHEN the "talking-machine" was in tune with the times—



—THEN, FLAVOR standards now antiquated might have fitted in your profit picture

But Not Today!

As in the field of sound reproduction, research has made great strides in the science of flavor-making. Today alert confectioners know that quality is but one of the important factors which determine a flavor's fitness for use in a specific good product. With that quality there must be a program of exhaustive research — a ceaseless checking of the flavor and its adaptability to the mix. Only in that way can flavors be developed and maintained that really fit the various types and grades of candy offered for public consumption. In addition, flavors like all other materials used in foods must protect and promote public health.

This organization has specialized in the science of flavor-making for nearly a half-century. It has made real progress in determining through research and analytical control, the correct type and grade of flavor that best fits a particular good product. It offers the advantages and benefits of its scientific program and rich cumulative experience to every confectioner who is interested in improving his product and obtaining uniform, ideal flavor results at the correct cost for the results obtained.

Our suggestions are offered without charge. Just let your ideas be known to us. They'll have quick attention.

The F & J organization is pledged to a program of service in behalf of the candy industry, of which it is an important part. It seeks to make the results of its research work; the advantages of its facilities; and the benefits of its nearly half-century of accumulated experience in solving flavor problems, available to those who acknowledge that candy is only as appealing as its flavor.

FOOTE & JENKS
JACKSON, MICHIGAN

ISOLATE L

FOOTE & JENKS FLAVORS

··A Flavor for Every Use

NATIONAL AUTOMATIC MOGUL

Keeps production in a steady flow SAVES LABOR

Automatic Feed
Flexible
No Scrap

BACK in the days of the Starch Buck, starch casting was a dusty, laborious process.

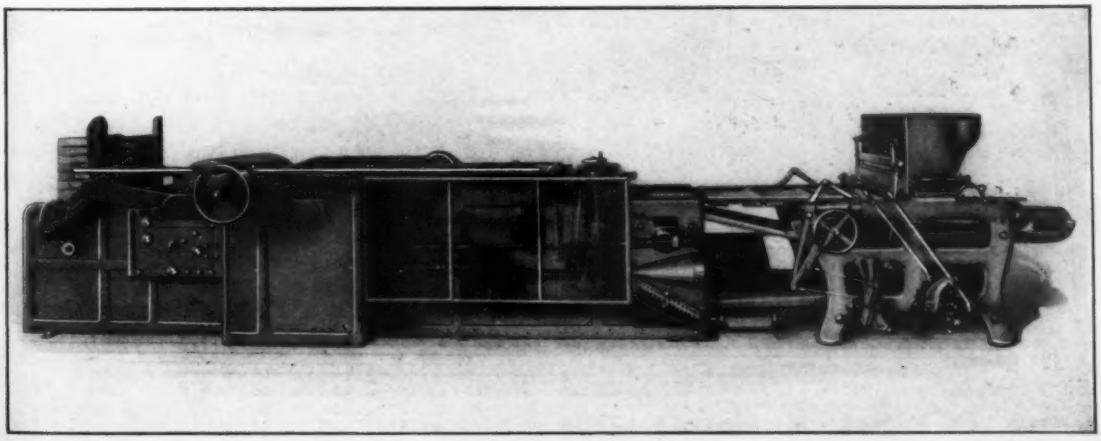
But with the advent of the Mogul—pioneered by National Equipment Co.—combining the printer, depositor and starch buck into one unit, automatically operated, starch casting became efficient and rapid.

The Mogul, today, is accepted as the most advanced method of casting centers. It does its work efficiently, turning out uniform candies in great volume and at an appreciable saving of labor, time and money. In short, a candy plant in itself.

Our Engineers draw their knowledge of candy production from our thirty-nine years' experience in manufacturing machinery for every candy making purpose. Ask us to send an N. E. Engineer to show you how to organize your production for greater profit.

Perfect Creams
Sparkling Jellies
Snowy Marshmallows
Candy Corn
Dainty Pieces or Bars—it is all the same to the MOGUL

NATIONAL EQUIPMENT CO.
Springfield, Mass.

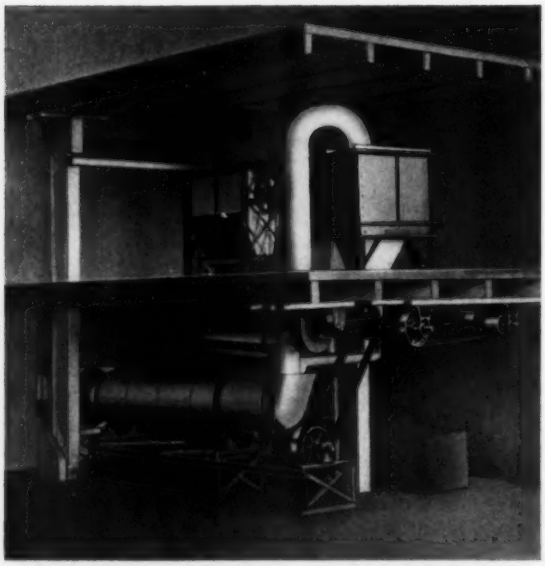


The size of the Hersey Lag Control is 9x12x 15 inches. This device, together with the Hersey Starch Conditioner, offers to confectionery manufacturers a complete starch-handling system controlled by one man. We suggest that you write to us for further information.

THIS OPERATOR WORKS WITHOUT PAY

A PHANTOM operator controls the new Hersey Starch Conditioner. He's absolutely reliable—you don't have to pay him a cent.

This operator is really the new Hersey Lag Control. It is an automatic device connected with the clutch bar of the Mogul. Your operator runs the Mogul as usual — the Lag Control automatically stops and starts the Starch Conditioner.



The Hersey Starch Conditioning System cleans, dries and cools starch and returns it to the Mogul—all in ONE synchronized process. This process is now automatically controlled by the Hersey Lag Control.

The Hersey Lag Control is always on the job. It is impossible for the Conditioner to be idle when it should be operating or running when the Mogul is stopped. There can be no extra accumulation of starch in starting. No choking of elevators in stopping. The Lag Control eliminates every chance for costly forgetfulness which might result in injury to the Mogul.

This device is the final step in making the Hersey Starch Conditioner the most simple method of correctly conditioning starch. The Conditioner itself is a completely unified piece of equipment which synchronizes the cleaning, drying and cooling of starch into a single operation. Now the Lag Control further simplifies the process by making it possible for one man to control the entire starch-handling system from the clutch bar on the Mogul.

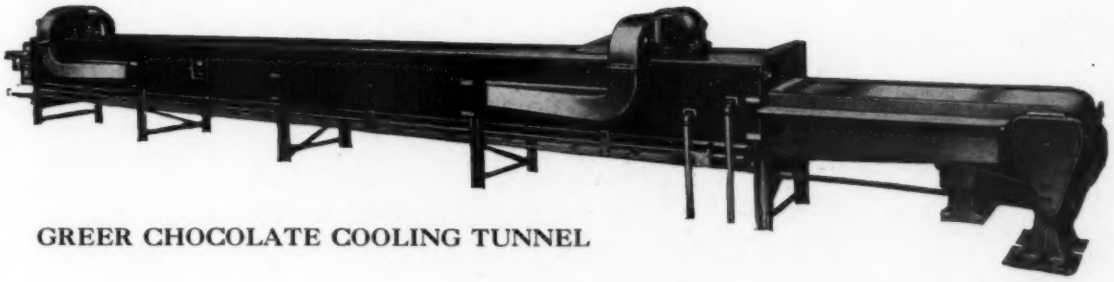
All Hersey Starch Conditioners are now equipped with the new Hersey Lag Control. Let it work for you and save you money in labor and time. Write to us for further details which explain how you can lower your operating costs with a very reasonable investment.

HERSEY
STARCH CONDITIONER

HERSEY MANUFACTURING COMPANY Main Office and Works: Corner E and Second Sts., South Boston, Mass.

Branch Offices: NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, PA., 314 Commercial Trust Bldg.; ATLANTA, GA., 510 Haas-Howell Bldg., DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. La Salle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street.

NOW IS THE TIME



GREER CHOCOLATE COOLING TUNNEL

TO INSTALL MODERN, MONEY-SAVING GREER CHOCOLATE COATING AND COOLING MACHINERY! Don't wait until your competitors get the jump on you!

Every successful candy manufacturer can afford Greer Chocolate Coating and Cooling equipment.

Greer machinery, although the best made, is not expensive! Installing Machinery which increases production improves quality and lowers production costs, thus placing your product on an excellent competitive basis is not extravagant,—it is an excellent investment!

Only the best of material and workmanship is used in the manufacture of Greer machinery. Yet through the use of quantity production methods this equipment comes to you at a very moderate cost.

J. W. GREER CO., Cambridge, Mass.

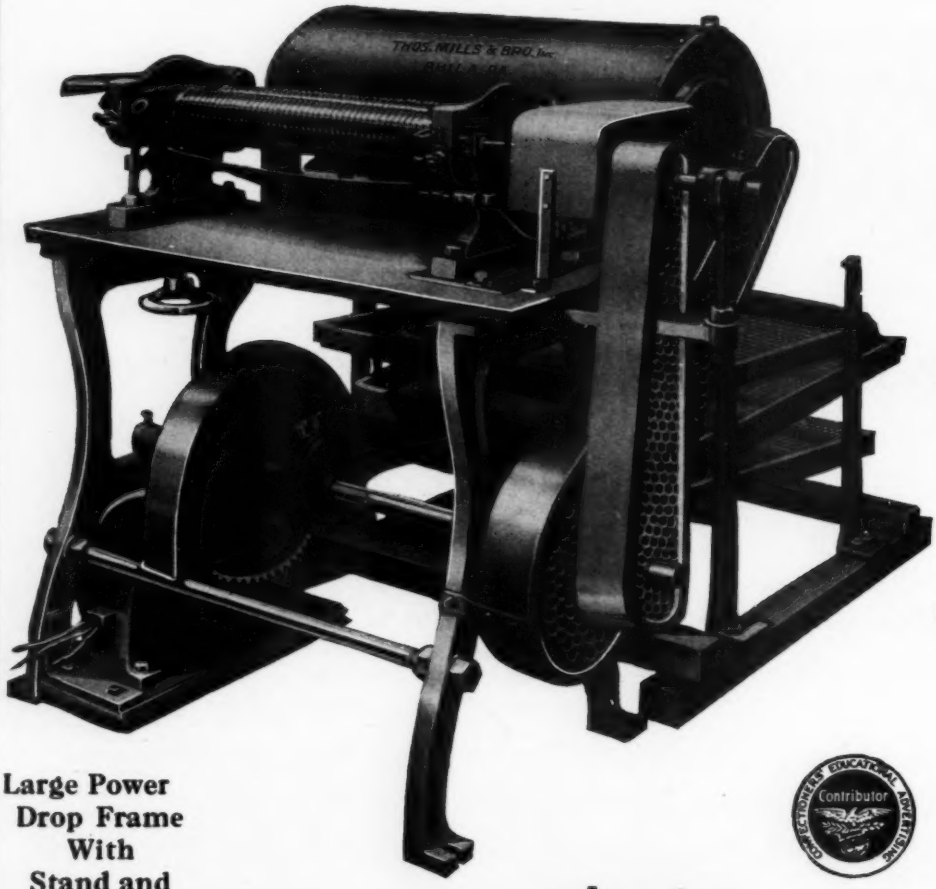
London: Bramigk & Co., Ltd. • New York: Miller & McKelvey, Inc.

Manufacturers of Confectioners' Machinery That Pays Dividends

Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St. Philadelphia, Pa.

ESTABLISHED 1864



Patent Automatic Seamless Hard Candy Machine

—o—

Improve Your Production By Installing This Labor Saving Machine

Send for Special Circular

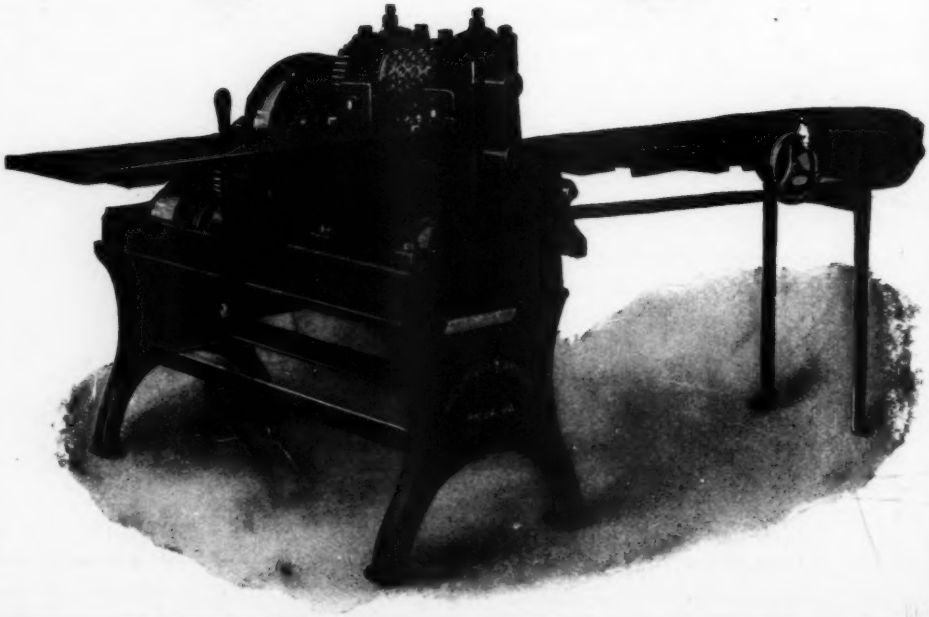
Large Power Drop Frame With Stand and Endless Belt Conveyor Attachments

—o—

Used In All The Largest Factories For High Grade Hard Candies

—o—

Our Catalog of Confectioners Equipment Sent on Request



Over 95% of packaged line *in* CELLOPHANE

Candy Brands, Inc., extends use to new nickel and dime units to assure better display and complete protection.

"CELLOPHANE has proved its value as a wrap for our packaged line," says Candy Brands, Inc. "Its sparkle attracts customers to a counter display and helps increase impulse buying of our candy.

"The added protection of a Cellophane wrap is, also, as important as its value in improving the appearance of the package.

"That's why 95% of our packaged line is in Cellophane today. We are firm believers in the value of Cellophane to help candy sales."

Use Cellophane as a wrap for your own units if you would give them maximum display value and sales appeal. We shall be glad to help you. For information write Du Pont Cellophane Company, Inc., Empire State Building, New York City.

These Cellophane-wrapped packages have received the Candy Brands Institute Seal of Merit (partly visible at the ends of the larger boxes) for attractiveness of assortments and packaging.

Two kinds of Cellophane

There are two kinds of Cellophane—Plain and Moistureproof. They look alike but are different in their protective characteristics. Both have 100% transparency and sparkling lustre. Both are dust- and air-proof, grease- and oil-proof. Moistureproof Cellophane has the additional advantage of being moisture- and vapor-proof. It preserves the original freshness and flavor of a product—sealing in the natural moisture or protecting against absorption of moisture from without. The particular need of your product will determine the proper kind of Cellophane.

DU PONT CELLOPHANE REG. U.S. PAT. OFF. **Cellophane**

Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting.

. . . To the memory of . . .

Earl Robert Allured

Born April 4, 1888 . . . Died October 26, 1931

IN the untimely passing of Earl R. Allured, founder of THE MANUFACTURING CONFECTIONER and THE CONFECTIONERY BUYER magazines, the confectionery industry on October 26, 1931, was bereft of one of its most valued and respected leaders. His sudden death was attributed to a heart attack, without previous illness.

It seems incredible that the energetic man to whose courage, inspiring leadership, and tireless effort this publication and its companion owe their existence, has relinquished his task when but in his prime.

Earl Allured was a pioneer. To tread the Realm of the Untried was for him an elixir of life—a vibrant and thrilling adventure. The immediate horizon was not for him. Discerning vision and lofty ideals carried him far beyond. He saw in things that to the average man appeared barren, unlimited possibilities. And seeing possibilities, he had the fortitude, the courage and the will to test and prove the soundness of his convictions.

Mr. Allured grew up in Evart, Mich., where he was born April 4th, 1888. After taking advantage of what facilities the local schools had to offer him he attended Alma College. Returning, his first position was that of clerk in a hardware store owned by his father. It was here he got his first taste of merchandising. Even in those days there was good and bad merchandising, and young Earl made sure he knew the difference between the two. He studied the psychology in back of every sale and it was not long before he began to experiment and try out his ideas, using his father's place of business as his laboratory.

The time arrived, however, when he had to give up this work which held such a fascination for him. He came to Chicago and in 1916 made a connection with Mr. Emmett R. Boyles, who was then publishing *Candy and Ice Cream*. This marked the turning point in his career as it brought him directly in contact with the industry which he was destined to serve until his death.

He left the Boyles Publications in 1919 and for two years did free lance work for one or two Chicago publications. It was at this period he evolved the idea of a specialized technical publication devoted exclusively to the interests of the manufacturing confectioner. Up until this time there had been no publication which the candy manufacturer could really call his own. Mr. Allured sounded out various ones in the industry and then when sure of the practicability of his ideas he went to the offices of the National Confectioners' Association and laid his plans before Mr. Hughes. Assured of the Association's cooperation, he set about his task with characteristic energy and enthusiasm which presaged the ultimate success of his enterprise.

From the very beginning, one of his staunchest supporters was Mr. Adolph Goelitz, President of the Goelitz Confectionery Company of Chicago. He realized the soundness of Mr. Allured's plans and entered wholeheartedly in their support. He participated in the incorporation of the company and accepted the office of Vice-President, which office he continues to occupy.

In June 1921 the first issue of *The Candy Manufacturer* came off the press and we can well imagine the pride that shone in Earl Allured's flashing brown eyes as he fondled that first issue.

Times were hard in '21, but *The Candy Manufacturer* had found a niche for itself; it survived the depression and began to prosper. In 1923 the name *Candy Manufacturer* was dropped and a new name —*The Manufacturing Confectioner*—assumed.

At that time Mr. Allured's chief aid was a woman. Her name appeared in the incorporation papers as Prudence M. Walker. Miss Walker came to the organization shortly after its inception, with a broad experience in newspaper work and publishing. In the early part of 1923 she changed her name to Mrs. Earl R. Allured, but to the industry she remained Miss Walker. It was an ideal union and as business partners each supplied a balancing quality essential to the company's success—he the visionary, the go-getter; she the manager and organizer.

The partnership prospered. In 1924 a directory of the supply field was brought out which met a long felt want. In giving credit where credit is due, it might be said here that the responsibility for producing the Blue Book, as it was called, was placed almost entirely upon the shoulders of Mrs. Allured, and it was her skill at organization which made it possible with the limited force available at that time.

All this while the possibilities of better merchandising were revolving in Mr. Allured's mind. He realized that with few exceptions what the candy industry needed most was intelligent merchandising. Here was an industry selling an inexpensive luxury, of universal appeal, passing up millions of dollars in business simply through a lack of coordinated merchandising education. He studied the problem from all angles and it finally dawned upon him that the way to increase consumption and at the same time cure many of the industry's evils was to place in the hands of the distributors the tools necessary to make them better merchandisers and better business men, and to make their salesmen "idea" men and merchandising counselors rather than just order takers.

The idea was too idealistic and too visionary for many in the industry to grasp. Some of the leaders, however, who envisaged an industry five or ten years hence and not an industry just managing to get by for the present alone, encouraged him and promised their cooperation. They had tried the same plan of education in their own contacts with the industry and knew Mr. Allured was on the right track.

There were obstacles to be overcome. He realized from the beginning that at first there would be a reluctance on the part of the jobber to accept his counsel. He realized that the fellow who needed educating most was the one least able and least inclined to pay for it. He studied other industries and saw how they had overcome the same obstacles, and the answer seemed to lay in the publication of a magazine having a free, controlled circulation going monthly to a selected group of jobbers throughout the country. In this manner a sufficient portion of the jobbing trade could be reached to make the publication's influence felt, and at the same time a large enough circulation could be guaranteed the manufacturer to make advertising to this tremendous potential market worth while.

In October 1928 the first issue of THE CONFECTIONERY BUYER made its appearance. For the first year it was issued intermittently. From the second year and even during a period unfavorable to all business, its rise was steady, until today it is accepted as the merchandising literature of the candy industry.

Another project in connection with this work which he conceived and was developing at the time of his death was a permanent merchandising exhibit, strategically located in the Chicago Merchandise Mart to serve as a laboratory for testing out merchandising ideas and displays, and to provide a clearing house of information for the entire industry.

Unfortunately, as is often the case, just when in a position to sit by and witness the fruition of his most cherished dreams and enjoy the relief which a smoothly running organization would bring him, he was fatally stricken.

As one of his staunchest friends put it: "He died as we think he would have liked to—in the harness, ready to start another day of whirling activity."

Mr. Allured is survived by his widow, three boys —James, 8, Stanley, 6, and Allen, 4 years—his mother, and two brothers.

They and his associates regard the spontaneous expressions of remorse and generous offers of service which have come from all branches of the industry, including the trade press, as evidence of the feeling of mutual esteem which existed between him and the industry.

The organization which he established is prepared to carry on, under the management of Mrs. Allured, with unabated zeal and discrimination for the best interests of the confectionery industry.

The loss of Earl R. Allured's dynamic personality, inspiration, and warm fellowship leaves an inexpressible void, but his fine progressive spirit is with us still.

The Associations' Tributes

From President Arno E. Sander, National Confectioners' Association

THE news of the death of my dear friend, Earl R. Allured, was more than a shock to me.

I recall that immediately after the adjournment of the National Confectioners' Association Convention he spent a whole morning with me, laying out a plan he had in mind for the future development of his publications. I was quite impressed with what he showed me at that time.

I am sincere when I say that our industry has suffered a severe loss in his death. I particularly recall the wonderful assistance he gave to the National Association at the time they were holding Candy Clinics in the principal cities of the country. At many of these clinics Mr. Allured presented exhibits of merchandise properly displayed at great inconvenience and expense to himself, yet I know that his efforts were worth while and favorably accepted by the great many in attendance,

Mr. Allured had vision, and this vision, coupled with his dynamic personality, was bound to win.

From Secretary Walter C. Hughes, National Confectioners' Association

I HAD known Earl R. Allured since the latter part of 1916 when he became the Advertising Manager for *Candy and Ice Cream*, a trade journal published in Chicago.

He entered the candy journalistic field with boundless enthusiasm and, like most men of small stature, he had seemingly inexhaustible energy.

In the many discussions which I had with him during all these years relative to matters of direct interest to the candy industry I was always impressed with his eager desire to learn the facts and to be generally helpful to the industry in the solution of its many problems.

In a comparatively short time he developed a broad grasp of the industry's problems and was a pioneer in the investigation of the problems pertaining to candy retail merchandising.

In recent years at each of our annual Expositions his publications were represented with constructive educational exhibits which were of real value to the manufacturers and retailers.

He was so enthusiastic in the support of our Expositions that invariably his application for exhibition space was one of the first, if not the first, which we received.

I recall that many times he would be at the office door, application in hand, waiting for the opening hour on the Monday following the date the applications were mailed to prospective exhibitors.

He recognized the value of teaching objectively and his exhibits were startling contrasts of inefficient methods with modern progressive methods of retail candy merchandising.

This evidence of loyal support and splendid cooperation we deeply appreciated.

A few days prior to his death I sat next to him at a luncheon of the Chicago Candy Club and we discussed his plans for the further development of his publications along broader, constructive lines of greater usefulness to the candy industry. Let us hope that those who are left behind to carry on may be able to complete these plans to their full fruition.

By hard work and enthusiasm he obtained an enviable place in his chosen vocation. His untimely death is a real loss to the candy industry.

From President C. E. Morgan, Southern Wholesale Confectioners' Association

IT was with deep regret that the writer learned of the untimely death of the founder and publisher of your magazine, Mr. Earl R. Allured.

The writer has known Mr. Allured personally for several years, having met and worked with him at a number of the Southern Wholesale Confectionery Association Conventions. He has been a great inspiration and help to me.

I have felt for a long time that Mr. Allured was making a contribution to the confectionery industry, the scope of which was not realized and appreciated as it should have been by those engaged in our great industry.

Through the columns of The CONFECTIONERY BUYER, Mr. Allured has given the jobbers of our nation many merchandising ideas which, if put into practice, would spell SUCCESS for almost any jobbing business. I have received many ideas from this publication that have been a big contribution to the success of our business.

Our industry has lost one of her great leaders.

Editorial

The Oregon Report

BACK in 1929 the Congress of the United States appropriated a sum of about $5,000,000 for the purpose of studying and checking definitely the number of retail establishments and the actual volume of sales of different commodities in every part of the country. The survey was looked forward to hopefully as proving of inestimable value to manufacturers, particularly in the formulation of sales and advertising campaigns, for it was the first nation-wide census of retail distribution ever undertaken.

The first preliminary report has just been released. It covers retail distribution in the State of Oregon by counties, cities and towns. Examining it one finds that out of 26 business classifications, confectionery (candy, nut and confectionery stores) has been accorded the distinction of a separate classification. Considering the fact that altogether there are only three classifications for the entire food group, we can congratulate ourselves for having fared so well.

The present preliminary report does not attempt to segregate sales of confections from other commodities normally sold in a retail confectionery store. The stores, too, have been classified according to their principal kind of goods. As the report says: "Grocery store sales, for instance, are seldom exclusively sales of groceries. Drug stores sell many lines other than drugs. . . . Final reports will analyze the sales of each principal kind of business and show the merchandise content or commodity breakdown of a large portion of each." Consequently, the figures shown in the present report will undergo some readjustment before the final analysis is released.

The compilation of these statistics is an enormous undertaking and it will be most encouraging and helpful for those conducting it to get the industry's reaction. If you do not have a copy of the Oregon report, secure one from the Department of Commerce. Then write to Secretary Lamont, or his able assistant, Dr. Klein, and tell what you think of the National Census of Distribution.

The Candy Institute of America

WORD comes to us from Mr. Joseph Gooch that the number of manufacturers who have definitely pledged themselves to the support of his Institute program is now sufficient to insure its effectiveness and to warrant his proceeding with the details of organization. The principles and objectives back of the plan will be made known in the near future as will also the names of those manufacturers actively participating in its membership.

Coincident with what now appears to be the turning point in the business depression, the Institute may be the beginning of better times in the affairs of the candy industry. Certainly if good wishes augur its ultimate success the Candy Institute's supporters should feel no qualms about its future.

New Methods of Treating Cocoa Beans

Part II—The Heat Drying Process

By Dr. Ing. Alfred R. R. Laessig

(*Continued from October issue*)

THE subsequent procedure is described hereunder: When the diastasis water has been drained after a period of three hours, from the cocoa beans treated with the same, the bottom valve of the apparatus has to be closed. A 5 per cent potash lye solution is then poured over the bean content of the apparatus, so that the surface of the liquid covers the beans. The cocoa beans remain for three hours more in this potash solution. After this period has elapsed, open the bottom valve and drain off the solution thoroughly. This is followed by the method previously described of airing for several hours and preliminary drying of the moisture saturated beans.

In this concluding article Dr. Laessig describes a method of developing cocoa bean aroma through the application of heat based upon principles entirely different from the sharp roasting process generally employed heretofore.

The cocoa beans treated and dried in this preliminary manner have a moisture content of only 20 to 22 per cent of their weight: that means that cocoa beans which weighed before the treatment 100 kgs. now have a weight of 125 to 130 kgs. This moisture in the cocoa beans has to be removed in a rational and efficient manner. With the old-fashioned roasting systems generally used, this cannot be achieved with as great efficiency. The modern plant uses for this drying process a system which is different from the drum roaster, being built upon new principles. It is a fact, with which the cocoa manufacturer has only become familiar in recent years, that the sharp roasting process, at high temperatures formerly regarded as essential and generally practiced, is wrong. Scientific research in the last few years covering the enzymatic field, has established the knowledge, that in contrast to coffee beans which only develop their characteristic flavor from their tannic elements at high roasting temperatures, the cocoa beans do not require any roasting for the development of their aroma and also that the application of high roasting temperatures (general practice is between 110 and 140 degrees centigrade) kills the cocoa enzymes, which die at a temperature of 75 degrees Centigrade. It also has an ill effect upon the forming of additional cocoa aroma during the subsequent phases of manufacturing, and sometimes makes this absolutely impossible.

Applying a New Principle

Recognition of this fact, required simultaneously a complete departure from the equipment used hitherto, such as roasting drums of cylindrical or globular shape. The impossibility of using hot drum walls or super-heated coke-gases for the proper drying of cocoa beans pointed to the necessity of employing suitably designed drying equipment which would effect the drying process by an abundant change in supply of heated, clean, fresh air and the efficient removal of the used moist air.

A drying system of this type is illustrated below. It is the "Wiljha" dryer from the machinery factory of Wilhelm Jager, Halle, Saale. Its operation is as follows:

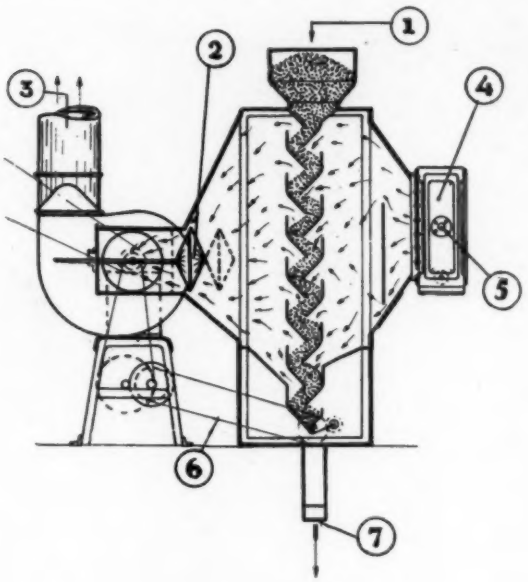
The material to be dried flows towards the bottom in a loose, relatively thin layer through a number of blinds, so that in a comparatively short distance a large drying area is obtained. These features insure the highest efficiency in drying the beans, the degree of which can be accurately adjusted. They also have a favorable influence upon the sucking action of the exhaust fan, all of which accounts for the high quality and quantity production attained by this dryer. The serpent like movement of the material during the drying process causes a continuous turning of the beans, so that they are thoroughly and uniformly dried.

The drying proces being completed, the beans are automatically cooled. By adjusting the V-shaped belt, it is possible to regulate accurately the discharge of the beans. A remote control mercury thermometer enables the operator to check the temperature at all times.

The drying process in this kind of dryer, not only safeguards and conserves the valuable cocoa enzymes, but also accords a more gentle treatment to the cocoa bean in general and removes all remaining moisture even from the very core of the beans, which after all is the object of any drying or roasting

process. A drying temperature of 72 degrees Centigrade or 162 F. is sufficient to obtain good results when removing the shells from the cocoa cores, provided the drying period and discharge speed respectively have been properly adjusted.

Of course, it is up to the manufacturer to use a higher temperature in the dryer if he so desires, with a corresponding adjustment of the steam supply into the heater. It is not difficult to reach a drying temperature of 150 degrees Centigrade or 334 F. and more. Naturally, these high drying or roasting temperatures speed up the drying process, i. e., the drying period is shorter and the quantity produced by the dryer is considerably increased. We do not recommend, however, the application of such high roasting temperatures, because, as previously stated, it does not further the flavor-quality of the cocoa.



1. **Opening for goods to be dried.**
2. **Air adjustment.**
3. **Air outlet.**
4. **Steam intake.**
5. **V-shaped belt for regulating discharge of beans.**
6. **Outlet for dried materials.**

The heat drying apparatus described in this article.

Particular value is attached to the drying of cocoa beans on this type of dryer in the case of very moist and water-swoolen (i. e. washed and after-fermented) cocoa beans. The washing process brings the normal moisture content from 5 per cent to approximately 20 to 22 per cent. It is a known fact, however, that washing has a very beneficial effect on the beans because of the removal of adhering dirt and dried up fermentation mucilage. Even a simple washing process makes the water penetrate through the pores of the shell, where it softens up the dried up fermentation mucilage between the shell and the core, which otherwise would make removal of the shell difficult. Even in the case of washed cocoa beans when it is necessary during the drying period to remove the difference between 20-22 per cent against the 5 per cent moisture content of sack-dry beans, the advantage gained outweighs the loss of time in connection with the prolonged drying because the cleaning and shelling process in the crusher can be accomplished more quickly and more efficiently in very nearly an ideal manner, which is not the case with unwashed beans.

When drying after-fermented, i. e., highly water-swollen cocoa beans having a moisture content of from 25 to 30 per cent, this type of dryer is really essential. Moist cocoa beans of this kind which have become soft in structure and rather delicate, can never be roasted on the cylindrical or globular drum-roaster, because the heavy mixing and violent motion of the soft and sensitive beans in this equipment will immediately smash them.

It is necessary, therefore, to employ such a drying apparatus for drying after-fermented cocoa beans and for drying cores which have been prepared with alkaline lye according to the Dutch method. In this unit, the cocoa beans slide slowly downward without being intermixed and are thoroughly permeated by the warm dry air. It goes without saying that the operation of the apparatus in this instance is relatively slower than when sack-dry or washed beans are being treated in the dryer. The loss of time or rather the reduced output is, however, not decisive in importance since the ultimate effect is so much more gratifying, because even after-fermented cocoa beans leave the dryer completely dried out, and when the largest size dryer is used, it is possible to obtain an hourly output of approximately 300 kgs. (660 lbs.) or per day approximately 2,400 kgs. (5,280 lbs.) which is no small capacity when you take into consideration that by this process a quantity of approximately 600 liters (about 600 qts.) of water has been removed from the beans. Since the problem of a proper after-fermentation of poor quality cocoa beans, i. e., those that are unripe, sour, inexpertly rotted, etc., has received more and more attention and gained considerable ground, the need for a rational and practical drying apparatus in order to carry out a truly efficient drying process, has become acute. This type of dryer is, therefore, without question the most suitable, most productive and above all, the least expensive equipment of its kind.

Now, how does the use of the new system work out and what is its effect in practice?

The manufacturer who introduces the new system, will in the future, wash and air all of his cocoa beans. This will assure his obtaining all of the cocoa mass in a cleaner, better tasting, more aromatic and more nicely browned condition.

He will only treat with after-fermentation those lots of cocoa which have a flat and blue appearance, a sharp, sour, wild taste, and poor flavor; also the small beans of even better and riper lots, which have been separated by the cleaning and sorting machine. The larger beans of these latter lots do not require an after-fermentation, but the smaller ones do because they are usually unripe, and poor in flavor. All of the beans intended for cocoa powder have to be accorded the after-treatment.

This will of course result in various optional versions of the application of the treatment, for the proper completion of which it is essential to possess the expert knowledge which comes only with experience.

However, when these key-factors are employed, the plant will produce excellent results, especially from the standpoint of the savings which can be effected when purchasing crude cocoa beans, because it is possible through the improvement in certain lots of cocoa, which without treatment would make a low-grade cocoa mass, to develop a noticeably improved taste and flavor. This makes for a further saving on high quality cocoa beans.

Savings and Improvement in Quality

Some idea of the enormous advantages to be gained by the adoption of the aforementioned process by a large cocoa and chocolate plant, through the savings made possible in the purchase of crude cocoa beans, may be gained by the study of a letter dated June 1, 1931, received from a larger foreign firm, concerning the results obtained after introducing the new process in its plant.

After the first three months since changing our production method to the new system, we want to tell you that we are completely satisfied with the results. The suggested changes in our recipes have been adopted altogether. The aspect in the manufacturing of various kinds of cocoa has shifted to our decided advantage, because now we don't buy any more Bahia cocoa at all, while the use of Accra and Lagos has increased nearly 70 per cent and the requirements of the expensive "key-lots" have been considerably reduced. In comparison with our former method we are now using daily approximately the following quantities and qualities:

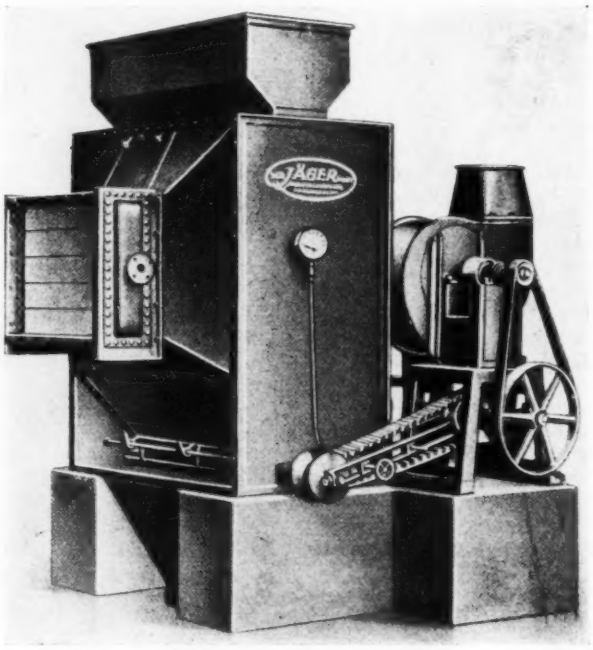
Formerly:

2,400 kgs.	Accra good fermented	per 100 kgs.	sh. 58	sh. 1,392
1,200 kgs.	Bahia Sup.	per 100 kgs.	sh. 65	sh. 780
600 kgs.	Venezuela	per 100 kgs.	sh. 100	sh. 600
300 kgs.	Arriba Epocca	per 100 kgs.	sh. 110	sh. 330
200 kgs.	Sup. Summer Arriba	per 100 kgs.	sh. 145	sh. 290
150 kgs.	Puerto Cabello	per 100 kgs.	sh. 150	sh. 225
150 kgs.	Trinidad Plant	per 100 kgs.	sh. 90	sh. 135
				sh. 3,752

U. S. Dollars approximately $938.00

Now:

800 kgs.	Accra good fermented	per 100 kgs.	sh. 58	sh. 464
3,200 kgs.	Accra fair fermented and Lagos	per 100 kgs.	sh. 54	sh. 1,728
600 kgs.	Venezuela	per 100 kgs.	sh. 100	sh. 600
200 kgs.	Arriba Epocca and Machala	per 100 kgs.	sh. 110	sh. 220
100 kgs.	Sup. Summer Arriba	per 100 kgs.	sh. 145	sh. 145
50 kgs.	Puerto Cabello	per 100 kgs.	sh. 150	sh. 75
50 kgs.	Trinidad Plant	per 100 kgs.	sh. 90	sh. 45
				sh. 3,277



The heat drying apparatus described in this article

"In spite of the general reduction in cost, our cocoa is now better than before. The strong, sharp taste has been eliminated entirely. Therefore, the taste of our chocolate is decidedly more uniform, more agreeable and noticeably richer in flavor. The color of our cocoa powder has also become a brilliant dark brown, which is highly preferred by the consumer."

From this report of a chocolate manufacturer it is evident that besides the acknowledgment relative to the improvement in the quality there is a saving in the purchase of the crude cocoa beans of daily Sh. 475, or (when considering 300 working days) yearly Sh. 142,500, or approximately $35,625.00. These figures are self-explanatory and the cost involved in installing two of these large units . . . .

U. S. Dollars approximately $819.00

Each having a capacity of 2,500 kgs	**RM 24,600**
Added duty, freight, and installing	**RM 8,400**
	RM 33,000

U. S. Dollars approximately $8,250.00

. . . plays only a minor role in the expenditures of the above chocolate plant. On this basis, the equipment paid for itself inside of three months through the savings in the purchase of the cocoa beans.

Another German chocolate factory using daily approximately 2,400 kgs. of cocoa beans mainly for the production of plain chocolate, required before the installation of the new system daily:

(*Continued on Page 30*)

Simplification *and* Standardization *of* Products *and* Packages

By ROBERT WHYMPER

BEING brought up in a school of manufacturers that taught that nothing should be sold without showing a profit to the manufacturer, I was, of course, well-trained in costing. One large manufacturer kept a "black list" which showed goods upon which he made no profit or an insufficient profit according to his cost-sheets, and the reverse of praise was bestowed on salesmen who, for any reason, obtained orders for these "black-listed" goods. This firm has progressed from good profits to better profits, from large output to still larger, in the same way that the biblical hero of the ten talents would by this time be a leading banker in the world today.

Proper costing shows very readily the advantages of standardizing both manufactured articles and packages to hold them. Indeed, mass-production is not possible except in the manufacture of one article or a very limited number of articles under one organization. But, of course, mass-production is not everything, and far too much stress has been laid upon it in general business, since quality is often sacrificed to simplification of process.

Mass Production Has Its Limitations

A manufacturer makes one or two types of motor car; mass production is not only then obvious but desirable since Mr. Ford has shown the way. Another manufacturer specializes in chewing gum; again mass-production is to his advantage. And carrying the same thought into a general, more diversified industry, such as the confectionery business, it would be equally advantageous to the manufacturer to be able, if he could, to produce in mass each one of his twenty kinds of assorted chocolates put into a one-pound box, each one of his forty varieties of hard-boiled candy, each one of his assorted gums, etc., But, at once, one sees the limitations of any such scheme, for there enter in such considerations as enterprise, fine quality and novelty.

What Does It Cost?

The manufacturing confectioner can, of course, and should stop making any line that he knows does not pay, but how many manufacturers know what any one line really does cost them, since, so often, the rough calculation of cost of material and labor is merely increased by a percentage to cover estimated overheads, sales, advertising and all the rest of the charges that account for any finished article costing the consumer from four to ten times the cost of materials used and labor expended in preparation? This, however, from my experience is generally considered sufficiently close costing in America whenever any kind of individual costing is done at all.

Best Sellers Not Always the Profit Makers

It does not require a mathematician to realize that in a factory making, say, fifty kinds of confections, total sales are no indication of prosperity, for it is perfectly possible (and it has occurred a thousand times) for the one or two best selling lines to be actually making such a large monetary loss that the profits derived by the other forty-eight or forty-nine are overwhelmed, all unbeknown to the manufacturer until a proper cost sheet reveals the fact. The only possible control the wise manufacturer has, who does not put himself in the hands of fate, is to find the correct cost frequently of all and each of his lines by a recognized costing system. He will then see quite often that the line he has been pushing is the very line he should long ago have suppressed. Writing off such loss, when discovered, to advertising is a very dangerous practice even when the line is the very one upon which in days gone by the manufactuer built up his business. On the other hand, proper costing will show the manufacturer just those lines that can be advantageously standardized with economic benefit, and among them may be several which on non-standardized production have been proving a loss to him. In any case, a clear view of the situation can be obtained.

Novelty and progress are the driving forces of modern business, but the novelty must be a paying proposition, and the progress must be in the direction of an increasing bank account. Neither of these can be assured except through accurate costing.

Advantages and Disadvantages

Unfortunately, standardization and simplification are diametrically opposed to novelty, but they both undoubtedly may save costs and increase profits provided the articles lend themselves to standardization in kind and form and to simplification in manufacture, packing, etc., and provided that the question of competition by introduction on the market of numerous novelties does not enter in. There seems little reason, for example, why there should not be, say, four standard sizes and shapes for boxes to hold one pound of assorted chocolates, the possibility of novelty in this direction being both limited and scarcely desirable so far as mere size and shape are concerned. But if the chocolates in every one-pound box, or the varieties, were always the same in shape, taste and assortment, regardless of the manufacturer, competition to secure trade, through novelty or better goods would obviously be killed, for surely the contents of a box are the main features, the box being only a dressing.

In replying further to the questionnaire circulated by the M. C., there can be no question about the desirability of standardizing all *ingredients* through chemical control. From personal experience I can give one example for which I was re-

(*Continued on Page* 50)

My Seventeen Days *in* Russia

An eye-witness account of actual conditions as they are today in the land of the Soviet

By H. G. ALTMAN
The Metro Chocolate Co.

DURING the past summer Mr. Altman, accompanied by his wife, made a trip to his native land—Russia. At the October 26th meeting in New York of the Candy Executives and Allied Industries Club, Mr. Altman told the members much of what he saw and experienced while on Soviet territory. The substance of his talk, as reported to a representative of The Manufacturing Confectioner, is presented in the following pages.

Gentlemen:

I am sure many of you gentlemen have noted with growing concern the tremendous increase in the importation of Russian candy into this country; when you see for example, that whereas only about 39,000 pounds came in during the first four months of 1930, over 1,300,000 pounds of Russian made confections arrived during the first four months of 1931. You must wonder too, just what sort of conditions actually exist in this vast Soviet domain now undergoing one of the most interesting experiments in government ever undertaken by any nation, especially when so many contradictory reports are given and more particularly when that remarkable Irishman, Mr. Bernard Shaw, returns from the land of the Soviet with such glowing and enthusiastic accounts of that country's conditions.

As one who has only recently returned from that country, I can only say that Mr. Shaw was either escorted around the various places he visited blindfolded and permitted to see only the things which high Russian officials considered it safe for him to see or his accounts are deliberate fabrications. Or perhaps it was just one of Mr. Shaw's little jokes for which I understand he is quite famous.

Getting a Taste of Conditions

My first taste of what conditions were to be like came while I was aboard the Russian vessel taking me from London to Leningrad. When my wife and I arrived in our state room and commenced to tidy up a bit, I noticed there was but one towel for each of us. So I asked the steward's assistant to let us have a few extra ones. I was politely informed that only one towel went with the state room and no others were obtainable. So, from the day of our departure to the day of our arrival, five in all, that one lone towel was all we had for bathing purposes.

As the port of Leningrad hove into view, little did we realize the ordeal we were to go through there. As soon as we docked, we were in for a cross examination by the port officials. Aside from what our baggage consisted of and where we were going, the thing uppermost in their minds was how much American money did we have with us. This is not strange when one considers that the Russian ruble which is the equivalent of an American half dollar brings only about three cents outside the borders of Russia. The American tourist, before he is permitted to enter, is required to declare all of his money and exchange it for Russian money at the rate of a little less than two rubles for one American dollar.

Another very effective way of keeping American money in the country is the ruling the Russians have requiring an American tourist to spend an equivalent of at least $5.00 in American money each day he spends on Russian soil. If upon reaching the port of departure from the Soviet, the Government officials find that he has spent less than the stipulated amount, he is required to go outside of the custom house and spend the difference in any way whatsoever, even if he has to give it away, before departing.

We Are Relieved of "Excess" Baggage

Our examination lasted for fully 12 or 13 hours. We had to declare every article of clothing we had with us and were only permitted to take in a portion of what we brought. I for example, had taken along sufficient shirts to make a change a day knowing that we would be on the go most of the time and would be unable to avail ourselves of whatever laundry services there might be. The Russian officials scoffed at this and seemed to feel that *one* shirt *a week* was more than enough for any person's needs. As a matter of fact, from what we saw the Russian who changed shirts as frequently as once a week was very much of a rarity. We were required to leave much of our clothing at Leningrad and were given receipts for it with the understanding that when we returned, we would be able to pick it up and take it along with us back to the States. Inasmuch as we did not return by way of Leningrad we were unable to pick it up and the clothing is still there. Although we have been negotiating with my bank to secure the return of these things, it is needless to say there is little chance of my ever seeing them again.

Russian Secret Service on the Job

We spent three days in Leningrad and from there we traveled second

class to Moscow. Understanding Russian, I know from the time we set foot on Russian soil until some days later when we arrived at Kiev, that we were under constant surveillance. Unless the American tourist is able to shake him off, the Soviet Government's crafty-eyed, filthy little secret service men are always at his elbow and so far as possible his travels while in the country are directed away from the havoc which the Communist government has wrought. It might be said here that Russia is a land of suspicion and distrust. The people are so cowed that a man is really afraid to express his real opinion to his own brother for fear that he might be an emissary of the Government. For this reason, if for no other, the present regime is likely to continue on for years without the people raising a hand against it for it is only when downtrodden people can gather together and exchange views and opinions that a threatening hand can be raised against such enslavement.

When we arrived in Moscow, our agent had arranged for us to stay at one of the finest first class hotels. Imagine our consternation when we found there was no soap, no running water, and no bath available. That is probably hard for you, gentlemen, to believe but it is a fact nevertheless.

So This Is Utopia!

The government has watering stations in various parts of the smaller cities and these are open for one hour a day between 1 and 2 o'clock. The people have to go to these stations for their water supply and pay at the rate of 1c per pail. If a person fails to obtain sufficient for the daily needs, that person is just out of luck because he can't get any more water until the following day when the station is again opened.

The people also have to purchase their food which comprises almost entirely coarse black bread and a few vegetables from the government food stations. Here the men and women have to stand in line for hours every day in order to obtain their daily ration of food. Only the workers are permitted to obtain food. Every man and woman over 16 or 17 years of age is required to work. Sundays and holidays do not exist. They work four days of 7 hours each and on the fifth day they are off. While one man's off-day may be today, his neighbor may be off the following day, and so on. The fifth day is by no means a general day of rest because while one-fifth of the workers are off, the other four-fifths are on the job. Now if a man or woman cannot show his or her worker's ticket, that individual is not entitled to any food. Its a case of no ticket no grub in Russian and those of the non-proletarian class who are incapacitated for work through sickness or disease or any sort of infirmity are either left to starve or live on what little they can obtain from their friends or relatives. The government's attitude is that persons unfit for work are unfit to live, and so they are left to starve; exception being made for the working class and ex-jail birds.

As one government official put it, "If you had a diseased and useless limb that required amputation, you would sacrifice it. So if a portion of our population is diseased and unfit for service that portion must be sacrificed."

The foods served at our hotel in Moscow were horrible. My wife and I confined our eating to that of black bread and cucumbers, the latter being the one vegetable in season at the time. No American accustomed to the plainest of food could stomach the stuff that was put before us.

And We Permit Imports of Russian Candies!

My purpose in coming here this evening and addressing you gentlemen was to give you some idea of the actual conditions under which the Russian candy which is being permitted into this country is manufactured. While in a certain town, I chanced upon a young man about 28 years of age and in the course of our conversation, he broke down, cried like a baby, and told me that he was working in one of the candy factories. He was in no condition to work but it was either a case of do that or starve. His was a case of advanced tuberculosis and even while I was talking to him, he was having hemorrhages and was spitting blood. I was simply astounded that a man in his condition would be permitted to work where any kind of food was being produced but he assured me that they were well aware of his condition when they assigned him to the candy factory. Can any of you gentlemen conceive of such a condition being permitted to exist in this country? I am not sure how it can be brought about but there is one thing certain and that is—that steps should be taken immediately to prevent any more Russian candy coming into this country and I, for one, will be very glad to lend whatever assistance I can in bringing this about.

Disease in Russia is rampant. The people are underfed, undernourished, broken in spirit and underclothed—many of them going around with barely enough to cover their bodies. The Russians are sickly looking people. I remember years ago when I was there, the average Russian was robust, strong and healthy. He had a good complexion and a good physique but today, he is an entirely different looking human being, sallow-complexion, gaunt looking stooped-shouldered and sad-eyed, and some of these are the people who are making the candy that is coming into the United States at the rate of one-third of a million pounds a month. The situation takes on an aspect far more serious than that of mere competition. Doesn't it?

En Route to Kiev

Well, we finally left Moscow after a three days' stay. We were on the train for 20 hours before we reached the city of Kiev. During the entire time and even after we arrived at the station in Kiev there was no food nor water available. I was still being watched by the Russian secret service—a little man carrying a black brief case had apparently been assigned to me. Later in my trip we became quite chummy. I happened to have two fountain pens in my pocket which this dreary-eyed

little fellow saw and instantly admired. His unrestrained desire for one of those fountain pens was almost childish and I really pitied him. I finally gave him one of the pens and from then on we were firm friends. He confided in me that the Russian authorities didn't like my type of visitor to come into their country. They like the American who comes to Russia with a lot of money and is willing to be conducted around the choice spots the authorities choose to display as typical of all of Russia, spend their money and then get right out. Such Americans are welcomed; my type are not.

The thought uppermost in the Russian's mind is to surpass America. This is indicated in many of the signs which one sees about. One reads, for example: "We'll Catch Up with America and Pass It!" Before I had been in Russia very long I was shocked to read in the papers the reports that millions of Americans were starving; that in some places over a third of the population was unable to get food and clothing. I really believed some terrible calamity had suddenly swept over my country and until I got outside the borders of Russia and realized that this was simply propaganda to rally up the Russian people and spur them on with the thought that there was Capitalism suffering the defeat which Communist leaders had freely predicted.

We arrived at Kiev and within a half hour were supposed to board a train which was to carry us to our next destination. We waited an hour, two hours, three hours and then after three and a half hours the train finally arrived. It was in this station I saw the most unusual sight I have ever looked upon. There were fully 10,000 people sitting, lying or walking around the station just waiting with no particular destination in mind except to get away from where they were and go somewhere else. It was here I managed to shake off my friends of the Russian secret service. They had followed me so persistently I was glad enough to be rid of them. My wife and I boarded the train and finally arrived at our ultimate destination.

Russia a Sick Country

You may or may not know that the Soviet Government does not permit any of its people to leave the country without the sanction of the authorities and it is, therefore, practically impossible for the average person to get away from the deplorable conditions under which they are required to exist. I asked a number of people why, under the circumstances, they didn't attempt to make a break across the borders because even a bare chance of success would be worth the risk involved. Their attitude, however, is the attitude of a sickly person whose spirit is absolutely broken and who lacks both the courage and will to attempt to gain freedom in this way.

I tell you, gentlemen, Russia is a very sick country. She has a lingering illness which if permitted to continue, is bound to cause ill throughout the world. In her position of producing at low cost she is able to dump her goods on the markets of the world at any price. Her aims are to attract as many American dollars as possible into her coffers, demoralize trade of the so-called Capitalist nations and eventually, surpass America. As citizens of one of the freest and most liberal countries in the world, we should be ready to pledge the strength of our industry again the insidious attempts to destroy the standards and ideals for which we have long striven. I thank you.

New Methods of Treating Cocoa Beans

(*Continued from Page 26*)

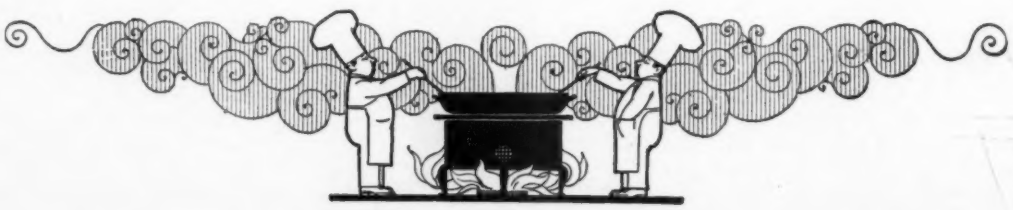
2,100 kgs. Accra good fermented	per 100 kgs.	sh. 45	sh. 945
250 kgs. Bahia good fermented	per 100 kgs.	sh. 56	sh. 140
50 kgs. Arriba Epocca	per 100 kgs.	sh. 96	sh. 48
			sh. 1,133
	U. S. Dollars approximately		$283.25
After the installation:			
1,850 kgs. Accra fair fermented	per 100 kgs.	sh. 42	sh. 777
500 kgs. Accra good fermented	per 100 kgs.	sh. 45	sh. 225
50 kgs. Arriba Epocca	per 100 kgs.	sh. 96	sh. 48
			sh. 1,050
	U. S. Dollars approximately		$262.50
Here the difference was daily only			$ 20.75
Yearly			6,225.00

But even in this case the total investment-equipment $3,100.00 including duty, freight and cost of installing $4,150.00 in all paid for itself in 8 months, while the quality of products made by this firm showed quite a marked improvement.

New England Confectioners Elect New Officers

THE election of officers at the recent annual meeting of the New England Confectioners' Club, held at the Parker House in Boston, resulted in the re-election of President Herbert D. Foss, also of Vice-President H. R. Chapman, Treasurer Fred H. Dow, and Secretary George B. Farrington, who, together with Otto H. Potter, William H. Cox and Everett H. Judkins, form the executive committee.

The special guest of the club and speaker of the evening was the Rev. Samuel Macauley Lindsay, D. D., pastor of the Baptist church in Brookline. Dr. Lindsay gave an absorbing talk on conditions in Russia as he observed them during a recent visit to that country. His address was enthusiastically received.



A commercial dehydrater, cars and trays. This illustrates well a type of car and tray used for drying fruits including candied fruits. The dehydrater is the long tunnel at the right.

Fruit Candies

Part IV—Candied and Glacé Fruits

By W. V. CRUESS

Fruit Products Laboratory, University of California

THE terms "candied fruit" and "glacé fruit" appear to be used more or less interchangeably by the general consuming public and by the trade. "Candied fruit" is usually defined as fruit that has been impregnated with a heavy syrup by repeated boilings on successive days (or in other manner so impregnated) and drained and dried. "Glacé fruit" is candied fruit dipped in a heavy syrup of particular composition, drained and dried, the purpose of this treatment being too impart a glossy finish.

The preparation of candied and glacé fruits flourished in Continental Europe, particularly in France, where such candies are as common as those made without fruit.

The candying and glacéing of fruits is a rather particular undertaking and is usually conducted in factories specializing in their manufacture. As a rule, candy manufacturers "fight shy" of these products because of the long period required for the process and the care necessary for success. There has been considerable mystery and secrecy surrounding the procedure and equipment used. While experience is a great aid in this business, as in any other, it is possible for any candy maker to learn the process "on his own hook" by use of published information and a little experimenting.

Candied and glacé fruits sell for very high prices; usually for one dollar to two dollars a pound retail on the Pacific Coast. It has seemed to us that it should be possible to simplify the process sufficiently to make it possible to retail candied fruits at more moderate prices. The container is usually very ornate and costly. Less pretentious boxes could be used. Most candied and glacé fruit undergoes preliminary storage in sulfurous acid solution. While this is necessary for cherries, it results in loss of flavor of the larger fruits. We are convinced that candied fruits would be better liked if they were made directly from canned fruits or from fresh fruits. One can sell a food product once on appearance, but repeat orders depend upon the more important qualities of flavor, texture, etc.

Candied Peaches

Perhaps the best manner of presenting the subject will be to de-

scribe the preparation of a typical candied product, such as candied peaches. They are easily handled and give a very attractive candy of pleasing flavor; hence our partiality for this particular fruit.

Use Canned Peaches: Fresh peaches of the proper varieties for candying, that is, the California canning varieties of cling stones, would be too costly delivered fresh in New York or other eastern cities, and no candy maker wants to be bothered with pitting and peeling. It is far cheaper and more convenient to buy canned cling peaches; they are already peeled and as they are canned in syrup are well on their way in the candying process. Choice and Standard grades of fruit reasonably free of blemishes may be used. There are five grades of canned peaches: Fancy, Choice, Standard, Seconds, and Pie. The Fancy is too costly and the Second and Pie grades unsuitable in appearance and texture for candying. The peaches may be bought in No. 10 cans, 6 to the case.

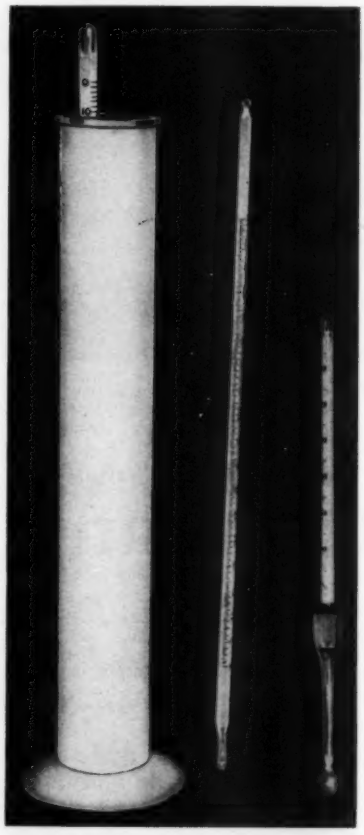
First Syrup: If the peaches are of very large size, cut them in two; small peaches may be left as halves.

The usual candying process consists of heating and storing the fruit in syrups of progressively increasing concentration and normally requires about 10-20 days of intermittent cooking and storage followed by several weeks' storage in the final syrup.

For accurate control of the processing a syrup hydrometer is necessary. (See illustration.) A Balling (also known as Brix) hydrometer reading from 0 to 75° Balling is best. A tall metal or glass cylinder is used for the test sample. The hydrometer is made to be used at room temperature; if the syrup is tested boiling hot about 5° Balling must be added to the observed reading, since the hydrometer reads too low in hot syrups.

Pour the syrup off the fruit on opening the cans and put syrup in a steam jacketed kettle. Add glucose syrup and cane sugar in equal proportions or invert syrup and cane sugar to increase the syrup (after the sugar and glucose or invert syrup are dissolved) to about 40° Balling. It may equally well be 35° or 45° Balling. Be sure to use equal weights of the cane sugar and the glucose or invert syrup. The glucose or invert syrup is necessary to prevent drying out and crystallizing of the finished candy. Invert is preferable because it gives a more tender piece although sweeter in taste. Also add to each gallon of syrup one ounce of citric acid. This will impart a pleasing degree of tartness to the finished product.

In testing the syrup, pour a sample into the hydrometer cylinder, filling it to overflowing to remove bubbles. Insert the hydrometer and read the Balling degree at the surface of the syrup.



A Balling hydrometer with cylinder and thermometer. Necessary for testing syrups in candying fruit.

First Boiling: Place the peaches in the syrup and bring to a boil slowly. Turn off the steam and carefully transfer fruit and syrup to agate ware dishpans to stand overnight. Wooden strips may be placed over the pans so that they may be stacked several pans high.

Second Syrup and Boiling: Twenty-four hours later pour syrup into kettle. Test it. Add sugar and glucose or invert sugar, equal amounts of each, to increase the syrup after sugar, etc., is dissolved to 50° Balling. Place the fruit in the syrup. Heat to boiling for 1 to 3 minutes. Return the fruit and syrup to the dishpans and set aside another twenty-four hours.

Remaining Syrups and Boilings: Repeat the process at 24 hour intervals, increasing the syrup to 60°, 65°, 70°, and 74-75° Balling.

Storage in Final Syrup: Store 3-4 days in this final syrup; if it decreases to less than 74° Balling repeat the addition of sugar and glucose (or sugar and invert) to increase to 74-75° Balling and *maintain the syrup at about this concentration for three weeks or longer to allow the fruit to become plump and semi-transparent.*

Often, however, this rather prolonged plumping process is not necessary and the fruit may absorb sufficient syrup in a week or less. Generally, however, three weeks' storage will improve quality sufficiently to repay the cost.

Shriveling: Occasionally fruit shrivels and becomes tough during cooking and storage. This condition is usually caused by insufficient cooking of the fruit in the early stages of the process.

When canned fruit is used, it will normally have been cooked sufficiently by the canner.

Should shriveling occur, place the fruit in water in a kettle. Heat to boiling. Let stand overnight, or longer if necessary, to plump. Again boil in the water until tender. Then return to the syrup and proceed with the candying process as previously described.

Draining: When the fruit has become well plumped in the final syrup remove it and place on a screen to remove excess syrup by draining. If the syrup is extremely heavy or gelatinous it may be necessary to warm the mixture to cause the syrup to flow freely.

After draining a short time, dip the fruit in hot water momentarily to dissolve adhering syrup and again drain well.

Drying: Place the fruit on screen bottom trays of about the same size as ordinary starch trays. The screen should be about ⅛ inch mesh and must not be galvanized screen; as the *zinc will dissolve in the fruit and make it poisonous.* Use heavy copper screen, or tinned copper. Nickel or monel metal screens are also very satisfactory but more costly.

For rapid drying a special dehydrater is necessary. It uses trays

open at ends, as shown in the figure to permit free passage of air. The trays are stacked one above the other on low four wheeled trucks and several trucks are placed in a tunnel to dry. Or the trays are slid into runways in the drying tunnel in which case trucks are not used. W. K. Nichols of Los Gatos, California, uses an electrically heated tunnel dryer holding about a ton of fruit. An air blast is blown across the trays by a fan. The air is heated by steam coils or by an electric heater if power rates are favorable. The air may be used over and over again by returning it to the drying tunnel by a return air duct.

The fruit is dried at 120-140° F. until the excess moisture is removed; roughly, 3-4 hours at 130-140° F.; or until the moisture content is below 24 per cent; 20-22 per cent is about the proper moisture range. Above 24 per cent moisture there is danger of molding; below 20 per cent the fruit is apt to be too tough.

In the average candy factory special trays and dehydrater are unnecessary. The drained fruit may be spread on oiled paper on empty starch trays. These are placed on the drying racks, trucked into the starch goods drying room, and dried a few hours at the temperature generally used for starch cast goods. At 120° F. probably 6-8 hours will be sufficient.

Packing "As Is": This dried fruit may be packed as it is without a glacé finish. The surface is a bit dull in appearance but not unattractive.

Glacéing: Herein lies the difficulty for the inexperienced. Putting on a glacé finish is difficult. But by trial and error the process can be mastered.

We have used a syrup consisting of 3 parts cane sugar to 1 part of glucose syrup plus water to dissolve. We cook the syrup to nearly the soft ball stage, 236-238° F. Cool to around 200° F. and then dip the pieces of fruit in a small wire basket or individually by a large fork or wire whipping spoon. We spread it on oiled screens to harden.

Some confectioners use a plain cane sugar syrup cooked to about this stage.

Others use 1 glucose to 2 or 3 cane sugar and cook almost to soft ball stage and cool until a very fine grain appears; then by heating they maintain this condition and dip the fruit as I have indicated.

By varying the ratio of glucose to cane sugar and the cooking temperature the proper combination can soon be learned. The glucose is necessary to prevent the coating crystallizing and flaking off the fruit. Some graining of the coating is desirable but it should not become complete. Too much glucose will, of course, give too sticky a coating. The glacé fruit should again be dried for about an hour at 130° F. or two hours at 120° F. or allowed to stand on trays at room temperature over night before packing.

Invert syrup can be substituted for the glucose but less should be used.

A non-sticky glacé finish has been devised in our laboratory as follows:

Two ounces of powdered lemon or apple pectin is mixed with 4 pounds of cane sugar. The mixture is stirred and heated in 3 quarts of water until dissolved. The solution is made to one gallon by adding water and 1½ pounds of glucose. The syrup is warmed to about 120-130° F. and the fruit is dipped in it, drained and dried for 1-2 hours at 130° F., or 2-3 hours at 120° F., or at room temperature until no longer sticky.

Molding and Fermentation

Most published candying formulas call for boiling the syrup only during the syruping process; that is, the syrup is drained from the fruit, sugar and glucose are added, the syrup is brought to boiling and returned to the fruit. Usually these formulas allow 3 to 4 days between boilings. Fermentation usually starts between boilings and may ruin the fruit by softening it. For this reason we have recommended boiling both fruit and syrup each time in order to kill fermentation organisms and to hasten absorption of the syrup.

If at any stage of the process fermentation appears, boil the fruit and syrup at once and scald the storage pan.

Fruit packed too moist will ferment and mold in the final package. It should contain not more than 23 per cent moisture when packed; 20 per cent is about right.

Insect Infestation

Candied fruits, like dried fruits, are subject to spoilage by insect growth. Packing in wide mouth vacuum seal jars in vacuum or in sealed tin cans will exclude insects. It is extremely difficult to make an absolutely insect proof candy box either of wood or of paper board. However, either may be wet wrapped in the same manner as breakfast cereal packages are wrapped, and a reasonably insect proof package obtained.

Exposing candied fruits in an open room invites the laying of insect eggs on their surface. These hatch in the package to worms and the confectioner is astounded to find them and can't "figure out" how they "got there."

The Spanish use a flat sealed tin container for much of their fruit candy; perhaps this would be our "best bet" also as it is *inexpensive* and can be made attractive by lithographing.

Candying Other Canned Fruits

Other canned fruits, particularly pears and pineapple, may be candied and glacéd as described for canned peaches. In candying pineapple omit the citric acid as this fruit is naturally sufficiently tart.

Canned plums and canned prunes may be used but owing to their soft texture should not be boiled in the syrups; merely drain off the syrup each time and boil it separately from the fruit.

Canned figs, particularly the California canned Kadota figs, are probably the most satisfactory of all canned fruits for use in candying. Proceed as directed for canned peaches.

Canned free stone peaches are usually too soft, but may be handled as described above for plums and prunes.

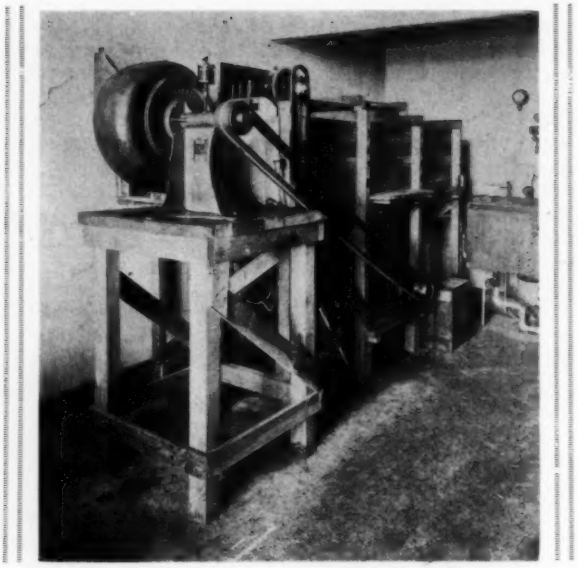
Canned apricots have a very pleasing color and flavor but only the firmest can be used. They may be too soft for candying. The whole, lye peeled canned apricots are best. The pits are not removed until the fruit is candied and ready for packing. Handle as directed for plums and prunes. Halved canned apricots, if firm, are also very satisfactory.

Canned berries are too soft for candying. Canned cherries do not have the proper color and one must use the so-called "brined cherries" (see cherries later in article).

Use of Fresh Fruits

(Except Cherries)

Use firm, ripe fruit. Peel peaches, pit, and cut in half. Peel pears, cut in half, and core. Stem and pit cherries, Royal Anne preferred (see



Small dehydrater for experimental drying of fresh fruits and candied fruits used in the fruit products laboratory, University of California.

also special directions for Maraschino candied cherries). Do not pit apricots, plums and prunes, but puncture to the pit in several places with a silver fork. Figs (Kadota preferred) require no treatment. Puncture jujubes thoroughly to the pit in several places with a silver fork or slit the skin lengthwise in several places. Cut oranges, lemons, and grapefruit in half and scoop out the pulp, retaining the peels only for candying; citron (a fruit) cut in half lengthwise; scoop out the pulp and store the peels three weeks in a brine of 1 pound of salt to the gallon of water.

The object of the first boiling is to modify the texture of the fruit so that it will absorb the syrup without shrivelling.

Boil orange, lemon, grapefruit, and citron peels in water until soft—about 60 minutes. With grapefruit and citron peels six or seven changes of water are necessary to get rid of bitterness. When the peels are thoroughly cooked and tender, place them in the first syrup described below, boil 5 minutes, and set aside for 24 hours.

Boil other fruits until tender in a light syrup consisting of 1 pound of corn syrup, confectioners' glucose, or confectioners' invert syrup, and 3 pints of water. The time will vary greatly with the variety of fruit. Plums, free-stone peaches and apricots will require 15 minutes or less; pears, clingstone peaches and firm figs, 20-40 minutes. In any case, boil the fruit until tender, but not until soft and mushy. To avoid excessive evaporation during boiling cover the pot. Set the fruit and syrup aside in a stoneware jar or other convenient vessel, such as an agateware pot or dishpan for 24 hours. If the fruit floats, place on it a weight such as a dinner plate or wooden float to keep it submerged. Then proceed as with canned peaches.

Candied Cherries

Candied cherries are usually artificially colored and flavored. In order that the fruit shall absorb the color properly it must be given a preliminary treatment in sulfurous acid solution. On a small scale this can best be done as follows:

Use firm ripe Royal Ann cherries. Do not stem. Place in a stoneware crock or glass fruit jar with glass tops or in wooden kegs. Prepare the following solution:

One—1 gallon of water.

Two—1 oz. of sodium bisulfate (from a drug store or camera shop).

Three—¾ oz. citric acid. Or use instead of two and three 1½ pints of 6 per cent sulfurous acid per gallon of water.

Dissolve all ingredients and cover the cherries with the solution. Seal in fruit jars (glass-top kind only can be used), or cover in stoneware jars and leave two weeks or longer.

It will be much wiser, however, to purchase your cherries from packers who specialize in packing cherries in barrels for the candying trade.

Discard the solution. Stem and pit the fruit. Boil it in 5 or 6 changes of water until free from sulfur taste and until tender.

Prepare a "first syrup" as for other fruits, but add red food color in order to give a tint about like that of ordinary Maraschino cherries. A mixture of Amaranth and Ponceau 3-R gives the best color. Use equal amount of each, about ½ ounce of each to 5 gallons of syrup. To each gallon of syrup add also ½ ounce of citric acid.

Proceed from this point as with other fruit to the final syrup; adding more red color from time to time, if needed.

When the final syrup is reached add a little (not too much) wild cherry flavor. Store two weeks. Drain and proceed as with other candied fruit. Instead of the red, a green food color may be used and instead of wild cherry, mint flavor may be added.

Packages

As outlined earlier in this article fancy red wood boxes are generally used for candied and glacé fruits on the Pacific Coast. They are attractive and make good gift boxes. However, we feel that candied fruit to enjoy wider favor should be dressed in less expensive clothes. Fancy hand-decorated "sewing" baskets are also used.

Properly lithographed one and two pound candy boxes should be amply good enough. A wax paper liner is needed to prevent soaking of syrup into the box. Small wax paper cups for the individual pieces prevent sticking of the fruit together and in a candy box pack would be necessary.

For long storage in grocery stores (a very important outlet for candied fruit, by the way) the wide mouth, flat, vacuum-sealed jar is ideal. However, the fruit tends to "weep" in a sealed container and, therefore, must not be packed with a high moisture content, preferably below 20 per cent.

Key top lithographed cans are also satisfactory as are friction top cans such as are used for marshmallows. In using the latter cans be doubly certain the fruit has had no chance

(*Continued on Page 37*)

NOVEMBER

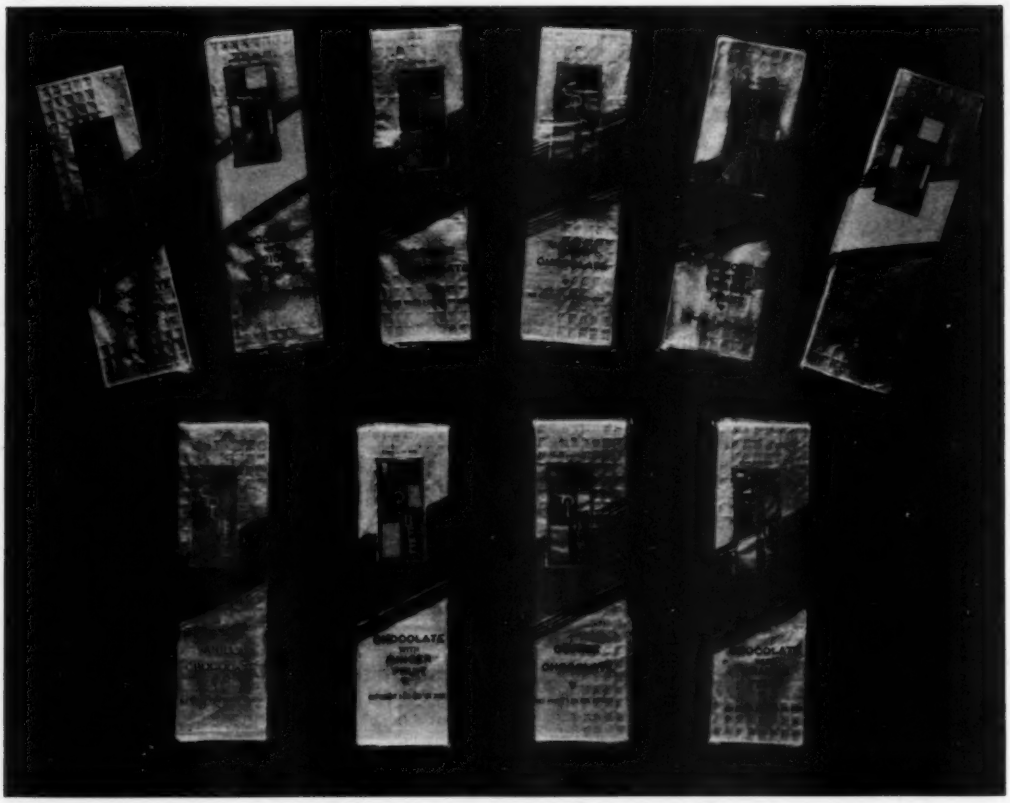
11th Month — 30 Days — 4 Saturdays, 5 Sundays — Birth Stone: Topaz — Birth Flower: Chrysanthemum

Day of Month	Day of Week	EVENTS
1	S	.....
2	M	Meeting Directors, Fruit & Flavor Syrups Association, Boston, Mass. Chicago Candy Production Club, Sherman Hotel, Chicago.
3	Tu	Election Day—Observed in most states.
4	W	Monthly meeting Retail Confectioners' Association, Philadelphia, Pa.
5	Th	Monthly meeting Buffalo Confectioners' Association, Buffalo, N. Y.
6	Fr	Monthly meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.
7	Sa	.....
8	S	.....
9	M	Carbonated Beverage Exposition, Dallas, Texas (Nov. 9th to 13th incl.). Monthly meeting North Pacific Nut Growers' Cooperative, Dundee, Oregon.
10	Tu	.....
11	W	Armistice Day.
12	Th	Monthly Board of Directors' meeting, California Walnut Growers' Association, Los Angeles, Calif.
13	Fr	.....
14	Sa	Still cutting prices or giving free goods? Now is the time to sell at a profit.
15	S	.....
16	M	Meeting New England Retail Confectioners, Boston, Mass.
17	Tu	Annual 3-day Convention, American Management Association, New York City.
18	W	Monthly meeting Diligence Club, Reading, Pa.
19	Th	Monthly meeting Confectionery & Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City.—Regular monthly meeting the New York Candy Club, Inc., Hotel McAlpin, New York City.
20	Fr	.....
21	Sa	.....
22	S	.....
23	M	Monthly meeting Candy Executives & Allied Industries Club, New York City.
24	Tu	Monthly meteing Candy Square Club, Hotel McAlpin, New York City.
25	W	One month to Christmas! Holiday boxes and novelties all ready to go on display?
26	Th	Thanksgiving Day.
27	Fr	Everybody happy?
28	Sa	National Exposition of Mechanical Handling, Grand Central Palace, New York City (Nov. 30th to Dec. 5th incl.).
29	S	.....
30	M	Easter and St. Valentine novelties and boxes should be well advanced by now.

DECEMBER

12th Month — 31 days — 4 Saturdays, 4 Sundays — Birth Stone: Tourquoise — Birth Flower: Holly

Day of Month	Day of Week	EVENTS
1	Tu	.....
2	W	Monthly meeting Retail Confectioners' Association, Philadelphia, Pa.
3	Th	Monthly meeting Buffalo Confectioners' Association, Buffalo, N. Y.
4	Fr	Monthly meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.
5	Sa	Get out your Santa Clauses. It's almost here.
6	S	.....
7	M	Meeting Directors Fruit & Flavor Syrups Association, Boston, Mass. Chicago Candy Production Club, Sherman Hotel, Chicago.
8	Tu	.....
9	W	Monthly meeting North Pacific Nut Growers' Cooperative, Dundee, Oregon.
10	Th	Monthly Board of Directors meeting, California Walnut Growers' Association, Los Angeles, Cal.
11	Fr	.....
12	Sa	Banquet Salesmen's Club of Baltimore, Hotel Rennert, Baltimore, Md.
13	S	.....
14	M	Xmas buying in full swing.
15	Tu	17th Annual Convention Western Confectionery Salesmen's Association, Chicago, Ill. (3 days).
16	W	Monthly meeting Diligence Club, Reading, Pa.
17	Th	Monthly meeting Confectionery and Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York, N. Y. Regular meeting The New York Candy Club, Inc., Hotel McAlpin, New York, N. Y.
18	Fr	.....
19	Sa	.....
20	S	.....
21	M	.....
22	Tu	Monthly meeting Candy Square Club, Hotel McAlpin, New York, N. Y.
23	W	.....
24	Th	Remember—lots of Candy in those stockings!
25	Fr	Merry Christmas!
26	Sa	How's that turkey and plum pudding setting?
27	S	.....
28	M	Monthly meeting Candy Executives & Allied Industries Club, New York, N. Y.
29	Tu	Now you can begin preparing for Lincoln's and Washington's Birthdays .
30	W	How about that inventory?
31	Th	New Year's Eve. So endeth 1931.



The first chocolate bars to be foiled and wrapped in varied colored printed Cellophane. The design is exquisitely simple. These are the new Colbee chocolate bars.

The Demand Is There!

An undiminished demand exists for the quality confection that is wisely merchandised in distinctive dress

By JEROME KOHLBERG
Vice-President of E. J. M. Colby Co., Inc.

THERE has been a great deal of thought given to the present situation in the confectionery industry with particular regard to price trend. Under the stress of present business conditions, the question has been repeatedly asked, whether the manufacturer who reduces his prices should reduce the quality of his products, or whether he should only reduce his prices with the hope that the increased volume, derived from the lower prices will compensate him for his initial loss. The questions have also arisen as to whether there is a continuing market for quality confections, whether there is a future for high priced confections, and particularly what that future will be.

We are decidedly of the opinion that there is a future for fine quality, high priced confections and further, we are of the definite opinion that the market, in the merchandising of the high priced confections, has only been scratched.

Every industry has felt, and every industry will continue to feel, the havoc wrought by present economic conditions. In many fields, in order to stimulate, to the utmost, the incentive to buy, articles have been expressly designed for the tightened purse of the average purchaser. In many instances such articles have been made to meet a price, and we feel that this is true, to a decided extent, in the candy industry. It is wrong, absolutely wrong. In the long run quality is paramount, especially, on a comparative basis and the consumer will realize it.

Always a Demand for the Better Product

It is erroneous, however, to suppose that the market for better and

higher priced articles, whether in the confectionery field or any other, is becoming extinct. As long as we continue under our present system of wealth-distribution, there will be a demand for the better than average product; for the luxury article. In our great industry, there has been no appreciable decrease in the demand for high priced merchandise. Some individuals, in attempting to foresee the future, have been pessimisitic enough to believe that high priced merchandise will lose considerable of its appeal. Many of them have lowered the price of their product and at the same time, have lowered the quality of their merchandise and have suffered badly. It's a mistake.

There is a continual, increasing sale for fine candies for gift purposes, where the buyer might in more prosperous times, purchase a more expensive article.

A gift must always be of the finer than average product. It must have distinction and prestige. Because of the distinction, which a high priced brand of candy conveys with its trade mark, fine candy makes a most appreciated gift. And particularly as a substitute for more expensive articles in the gift field is candy being more and more used.

Distinctive Packaging Essential

We find also, that despite the times, fine candy, well packaged, has been one of the few items which many consumers have refused to do without.

Packaging of any merchandise, but particularly high priced candy, is of paramount importance. Distinctiveness and taste must be displayed in the packaging of a luxury article. Purchasers often feel that the assurance of quality, which a high priced food product carries must justify its greater cost, and must be expressed in its distinctive packaging.

Candy is essentially an article which is not subject to fads or passing tastes. The standard of excellence, once attained and maintained, and the recognition of this fact in the minds of the public, will stand the quality confection in good stead for many years.

It remains for the dealer with the manufacturer's aid to create in the minds of his customers, this appreciation for a good product and thus to insure a steadily increasing demand for excellent, though high priced merchandise.

Fruit Candies

(*Continued from Page* 34)

to become infested with insect eggs before packing. Also seal the seam with gum paper to prevent insects entering the can. The newly hatched worms are almost microscopic in size and can crawl through astonishingly small openings.

Should the candied fruit plant become infested with insects clean up thoroughly; throw away all refuse candy and other insect food materials. If necessary have the room in question fumigated; don't try fumigation on your own unless you "know the game," or you may "blow up" the plant or kill yourself and employes with poison gas. With reasonable care you should have very little loss by insect damage.

Quick Processes

Citrus peels can usually be candied in about 4 boilings by prolonging the boilings to about 10 minutes each time and using densities of 40, 60, 70, and 75 Balling for the four syrups.

Another quick method for peels consists in placing them in a syrup of about 30° Balling in a shallow rectangular steam heated open pan. Keep the syrup at 195-200° F. As it evaporates add more 30° Balling syrup. Water is lost and thus the syrup becomes concentrated. The high temperature drives the sugar into the fruit rapidly.

Cooking the fruit and syrup in vacuum (after first boiling the fruit in the open until soft) can be used to greatly hasten candying. The process is controlled, however, by the Lyons-Magnus Company of San Francisco under a patent to Mr. Jacob of that company.

Utilizing the Spent Syrup

Using the waste syrup presents a serious problem. It can be used, however, in place of glucose in fondant, caramel, marshmallow, etc. Or it may be converted into a fruit jelly candy as described in an earlier article of this series. See article on "Jellied Fruit Candies."

A cheap baker's jelly can also be made with pectin, citric acid and this syrup. Pectin manufacturers will gladly furnish jelly formulae with their pectin.

The syrup can also be used in ice cream and water ices to replace sugar and makes a fair table syrup when clarified.

Utilizing Broken Pieces

Broken pieces of candied fruit, oversoft pieces, and other cull pieces can be chopped for use by bakers in cake fillings and frostings. Ice cream makers also use this material. Or it can be used in many kinds of candy, but probably to best advantage in nougat and cream centers for chocolate dipping.

Chemist Receives High Honor

DR. ALFRED SPRINGER, for many years head chemist of Alex. Fries & Bro., Inc., of Cincinnati, has just received the honorary degree of Doctor of Natural Sciences from the University of Heidelberg from which he graduated in 1872. The interesting document was presented to him on November 13th at a joint meeting of the Cincinnati branch of the American Chemical Society and the Cincinnati Germanistic Society held at the University of Cincinnati.

After the presentation Dr. Springer delivered an address, "A Sketch of Some Chemical Trends," in which he contrasted the chemistry of today with the chemistry of fifty years ago at Heidelberg.

The international reputation of Fries' Flavors was largely attributable to Dr. Springer's outstanding ability in this field. Though now retired from active participation in the affairs of the company, his place in the laboratory is ably filled by his son, Alfred Springer, Jr.

WE'VE got to play the game closer to our vests, and give much more thought to the details of both manufacturing and selling. Much of the future success of my company is being staked on the following points: (1) Bigger and better bars and packages for the nickel, admitting that the 10c bar is definitely out; (2) careful study of individual desires, differentiating between what the kid and the grown-up want; (3) selection of items to be pushed through laboratory-made graphs and charts; (4) adaptation of new and modern wraps and displays to take the place of those that "did well enough" in other days; (5) revision of advertising methods to meet the changing requirements; (6) emphasis of the value of "direct contact selling."—George Williamson, Williamson Candy Co., in *Sales Management*.

Shelling an

No. 4—Nutmeats

Left: A factory loft. On the left are to be seen baskets of walnuts in shell to be given out for shelling. On the right, stocks of shelled walnuts in baskets to be given out for sorting.

Below: A group of home workers with their baskets of nuts in the shell and shelled. This is a very typical scene throughout the French walnut sections. Note the picturesque group of houses representative of the small villages throughout Southern France.

THROUGHOUT all foreign countries shelling walnuts is essentially a home industry. Machines, variously tried, have not proved satisfactory because they have not been sufficiently economical and have generally produced too many broken kernels which are, of course, only salable at much lower prices than the unbroken halves. In thousands of peasant homes throughout France, the long winter days and evenings when outdoor field work is impossible, are spent cracking and picking nuts. During the early fall and in the spring when it is warmer, one sees in all the many villages throughout the walnut districts, little groups of women sitting in front of their houses busily engaged opening and sorting walnuts.

A flat stone and a hammer are their only tools, and often they work with great speed and dexterity, shelling out perfect halves and very few pieces. These shelled nuts are brought to market on regular days each week and they are sold often after endless bickering and haggling, to the exporters, who are generally obliged to regrade and repick the goods for their foreign customers.

There are some larger shelling plants owned and operated by the wealthier exporters, but even they supplement their own production with large purchases in the weekly markets, or, when they are short for specific shipments, buy from their competitors. The shelled meats, separated into perfect halves, or into broken or pieces, and graded according to color: light, light yellow, light brown, or brown (the former known as "Extras," the latter as "Arlequins"), are packed into fifty-five pound (25 kilo) wooden cases, lined with white paper, marked, strapped, and shipped by rail to the export ports: Bordeaux, which has given its name to the varieties shipped through it, and Marseilles, from whence come Chabertes and Mayettes.

Quality Improves Under D. F. A. Contract

Practically all European shelled walnuts are imported into the United States under the new standard contract for shelled walnuts adopted by the Dried Fruit Association of New York in 1925. This standard contract has materially improved the quality and grading of walnuts shipped under its provisions, and generally speaking, has put the walnut trade on a sounder basis. Yet even now shippers and packers abroad have the greatest difficulty in realizing the importance of appearance, chiefly color, to the American buyer.

European consuming countries lay much more stress on quality and flavor than on the purely external attribute of color; it is very hard for foreigners generally to understand the "purchasing-by-eye" habits of the American. Many articles which pass muster with the American consumer because they are appealing to the eye, can be sold here in spite of the fact that they would never find a buyer abroad, either

...and Selling Walnuts ◆ ◆ ◆ ◆

By HERMANN R. HABICHT

because of their intrinsically inferior quality or because of their exorbitant price or both. Thus differences in psychology, taste and point of view place great obstacles in the way of obtaining from abroad a quality of walnuts which will meet with sure favor in America.

But there has been a great change compared with a decade or two ago.

Above: In good weather, the work of sorting and grading is done out of doors; here is a typical scene in front of one of the larger plants.

The increasing competition of California, particularly on nuts in the shell, which will probably eliminate the French walnut-in-the-shell from the market basket of the American housewife completely owing to the superior grading and appearance of the California product, and to the extensive advertising campaign behind it, will in the future force French and other foreign packers to pay closer attention to the demands of this country if they wish to maintain their hold upon their largest market.

The heaviest importing season for walnuts is from September to April or May. Summer shipments are very risky; the nuts may get wormy or weevily, or the meats may turn strong and rancid.

Who Uses All the Walnuts

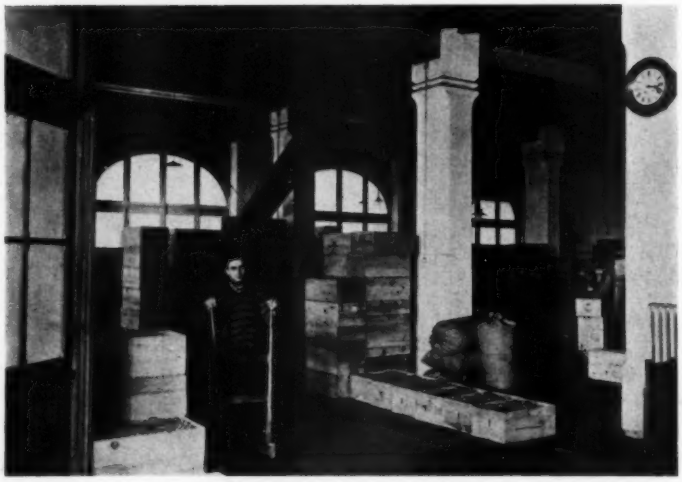
Extra fancy Mayettes, in appearance and flavor the best walnuts produced, come from the French Alps around Grenoble, to meet the demands of the fastidious in the saltnig and confectionery trades; Chabertes—small, but exquisite in flavor, come from the same producing section. They are much sought after by the candy manufacturer for topping chocolates and bonbons, and are shipped to bakers to grace cakes, cookies, and pastry. The Bordeaux qualities, produced and shipped on a much larger scale, are absorbed by the wholesale and chain grocery trade for distribution among thousands of stores, especially in New England, New York State, Pennsylvania, and the Middle West; cake and brand bakers use them for inside work in many different ways; ice cream makers buy them for walnut cream, sundae manufacturers make walnut syrups, and very large quantities go into various kinds of candies and confections.

While it is difficult to say definitely (in view of the complete lack of statistics on the subject), the larger part of the shelled walnuts consumed in this country are probably bought by the housewife at the corner store for home-baking or cooking, for salads, or just to be nibbled at by the family. What the rest of Europe and China ships us is ultimately sold through the same channels and consumed in a similar

Above: A picking table for extra quality walnut halves.

Left: A flat stone and a hammer are their only tools in cracking walnuts.

Below: Shipping room in a large walnut shelling plant. Note the cases of walnut pieces ready to be nailed, and the strapping being done in the background.



way; the Chinese walnuts, called Manchurians, being especially prized in some directions because of their strong, very pronounced flavor and their cheap price. They are used by the bakery, ice cream and sundae trades, as well as by the makers of the more reasonably priced candies.

The trade and the housewife still call shelled walnuts "English walnuts," although there is nothing on record to show that this country ever bought English-grown walnuts. The explanation is easy and interesting. England has been buying walnuts from France for a very long time; trade relations between England and America were always very close, and what should be more natural than that some enterprising English firm should endeavor to sell French-shelled walnuts in America without disclosing their French origin. That is what must have happened in the seventies of the last century, and, of course, the walnuts were sold here as English nuts.

The Americans "Catch On"

As the trade increased and American importers discovered that the nuts really came from France, they went directly to the exporters there for their supplies. But the name "English walnuts" has lingered on until the present day, especially among the old-timers. And the bulk of the Bordeaux walnuts still come to this country via England—shipped from Bordeaux to Southampton or Liverpool, and thence by fast passenger steamer to New York. But as sellers the English have been completely eliminated from the walnut picture.

In years of a large crop, California generally shells a very sizable quantity of her walnuts, thus competing directly with imported nuts, particularly in the grocery, bakery and ice cream trades. But shelling, even by machine, combined with picking and sorting, is a job requiring a plentiful supply of cheap labor —which America lacks. As long as domestic growers can so successfully market in the shell even in years of bumper crops, practically their entire production, and can build up a fairly large and increasing family trade in vacuum-packed walnuts in tins for the disposition of much of their shelled output, imported walnuts meats will continue to come into the country to fill the very keen demand for the grades, sizes, qualities and varieties of walnuts in all price ranges, which California is unable to supply. Thus the little roadside walnut tree along the banks of the Drome will blossom and bear fruit so that milady of Park Avenue may enjoy a perfect Waldorf Salad; and coolies in far-off China will slave and toil so that the "Five and Ten" may offer its thousands of sweet-hungry customers, delicious and yet cheap walnut candies.

Resumé of AOAC Reports for 1930 on Cacao Products

By J. W. SALE

TWO reports on cacao products were made at the fall (1930) meeting of the Association of Official Agricultural Chemists, one by the associate referee on crude fiber, Miss Marie L. Offutt, and one by the writer. The associate referee on cacao butter, Mr. M. M. Jackson, did not make a report but submitted some preliminary chemical data which were included in the report of the general referee. The reports will be printed in full in the Journal of the Association of Official Agricultural Chemists, probably in the November, 1931, issue. A discussion follows of the present status of the analytical methods covered by these reports.

Crude Fiber

Work on the revision of the tentative method for crude fiber was begun in 1927 and continued throughout the succeeding three years, resulting in the adoption in 1930, as official (first action) of a new method for crude fiber in bitter and sweet chocolates. A method for crude fiber in milk chocolate is still being studied as the method adopted is not applicable to this class of product. The recently adopted method differs from the old in that the percentage of crude fiber is based on the actual weight of cacao mass (cacao proteins, fiber, starch, etc.) obtained by treating the samples of sweet and bitter chocolate with ether, water, and alcohol, and corrected by multiplying by the factor 0.7 because of the solvent action of the water and alcohol on the cacao mass. When the factor 0.7 is used the results obtained by the new method substantially agree with those obtained by the present tentative method. In the old method which has been retained for the present because it is the only method we have for crude fiber in milk chocolates, the weight of the sample taken must be converted to a moisture, sugar, fat free basis. The analytical error in the actual fiber as determined is thus multiplied many times by a factor which includes all of the analytical errors inherent in the determination of moisture, sugar and fat. In the light of this comment the advantages of the new method are obvious. Abundant analytical evidence of the accuracy of the new method was offered in the several reports of cacao products and the factor 0.7 especially was subjected to exhaustive study. It will be found completely described in the book "Methods of Analysis, A. O. A. C." which is being revised and which the writer is advised will be issued during the summer, probably July 1, 1931.

Foreign Fat

Work was begun on a study of the Reichert-Meissl and Polenske numbers on cacao products containing coconut oil, palm kernel oil, and butter fat in varying amounts. Some analyses were reported which indicate that when butter fat is present in a large amount of cacao butter, the butyric acid that is liberated from the soaps that are formed during the process, passes over to a greater extent during the distillation of the fatty acids than that calculated from the Reichert-Meissl numbers of the butter fat and the cacao butter. Moreover, the Polenske number seems to be reduced. This work is being continued in this laboratory by the newly appointed associate referee on cacao butter, Mr. W. O. Winkler. This work is of special interest because cacao products containing undeclared foreign fat are classed as adulterated under the Federal food and drugs act.

Lectose and Sucrose

A preliminary study of a method for the determination of lactose and sucrose in milk chocolate by copper reduction, was reported. The removal of interfering non-sugar reducing substances is accomplished by precipitating them with excess of mercuric nitrate in the presence of a slight excess of sodium bicarbonate. The results obtained indicate that the method is worthy of further study.

Moisture

Analysts frequently determine moisture in cacao products in an air oven at 100° C. instead of by the official method (in vacuo or in a current of dry hydrogen) as the amount of moisture in these products amounts only to a few per cent and it is believed that substantially the same results are obtained by the two methods. However, it was considered advisable to obtain some data on this point before recommending the air oven method as an alternate method. The analytical data reported showed that the method using the air oven at 100° C. which is the more convenient method, does in fact give the same results as the official method.

Minor Changes in Methods

In order that minor editorial and other changes in the chapter on cacao products in the book "Methods of Analysis, A. O. A. C." might be approved by the Association, four changes which will not be described here were submitted to the Association and were accepted.

Future Work

Work is being continued on methods for the determination of crude fiber, milk proteins, lactose and sucrose (chemical method) in milk chocolate and of foreign fat in cacao butter.

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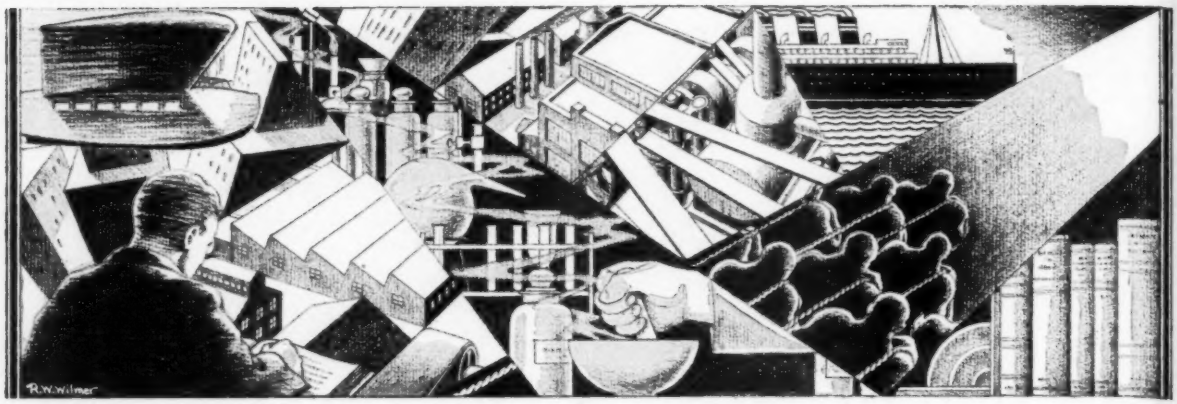
[1]Made at the October, 1930, meeting of the Association of Official Agricultural Chemists, Washington, D. C.

[2]General Referee on Cacao Products, AOAC, 1930-1931, Food & Drug Administration, U. S. Dept. Agriculture.



Monthly Digest of

CURRENT TECHNICAL LITERATURE

Fruit Candies

By W. V. Cruess. The Fruit Products Journal, vol. 10, *p.* 246.

VERY little of the approximately 1,885,000,000 lbs. of candy produced annually in the U. S. contains fruit or has even a "fruity" name. Candied fruit has remained a high-priced product sold in only moderate quantity. More efficient methods of manufacture would lower the cost, but greater possibilities lie in the production of "standard" candies containing fruit.

Experiments have demonstrated fully that excellent fruit candies can be made at low cost with present candy factory equipment. One such candy is a stiff jelly made with fruit pulp, sugar and fruit pectin. Recent tests have shown that dried fruits can be used in many candies such as fondants, fudge, nougat, caramel, marshmallows and others, and are ideally suited for 5c bars.

Fruit candies are not nearly so "filling" as ordinary candies. They also have the advantage of containing salts of organic acids which have been proven to be of great value in the diet in counteracting the acid residue of the average diet. Thus, fruit candies would possess a strong health appeal, a fact of great advertising value.

Tying Machine Performance in a Candy Plant

Modern Packaging, vol. 5, *p.* 66.

CANDY boxes are tied by two automatic tying machines in the Chicago plant of the National Candy Co. They tie an average of 20 boxes per minute, including loading on trucks ready for removal. The machines operate about one-fourth of the time and in addition to speed, eliminate a complete handling operation of the boxes tied.

The costs per 100 boxes are $0.151 and $0.074 for hand and machine tying, respectively, a saving of 50.9 per cent in favor of machine tying. The saving is estimated as sufficient to return the first cost of both machines in slightly less than 14 months.

New Transparent Wrappings

Modern Packaging, vol. 5, *p.* 60.

THE growing use of transparent wrappings is stimulating research by the Europeon paper industry which is now developing a number of paper impregnating processes for obtaining maximum transparency. The vogue for transparency has also been taken up by vegetable parchment manufacturers. In Germany, so-called silver parchment has appeared on the market and in Sweden a leading paper manufacturer has brought out a product parchmentized to an unusual degree of transparency. A parchmentized Kraft paper was recently introduced on the market by a German manufacturer.

Sugar Confectionery: A Review of the Industry

By Lionel Robertson. Food Manufacture, vol. 6, *p.* 219.

THE author reviews conditions in the candy industry in England during the last 12 months. There are signs that the fashion for slimness is now dying a natural death. Competition has become more severe and perhaps the most insidious form lies in the granting of extended credits, which in many cases has been carried to extremes. Manufacturers have lately been more inclined to concentrate on increasing quality, rather than on any considerable decrease in price. Quality has been steadily improving in all lines.

Aside from dumping of Russian

candy, very little effect from foreign goods has been felt, the majority of foreign candy being of a specialized and proprietary nature. Few, if any, new types of candy have been introduced. "Boiled sweets" (hard candies) still hold first place as favorite with the public. Toffee holds second place, but there are not nearly so many wrapped toffees sold now as formerly which may possibly be due to the popularity of a slab toffee. The demand for the latter has been principally for chocolate coated slabs. A surprising feature of the year has been the continued popularity of jellies. The workmanship of this product has been improved and there have been some remarkably fine examples on the market.

Confectionery Packages Changing Buying Habits

By Ann Di Pace. Modern Packaging, vol. 5, p. 41.

THE buying habits of the candy-consuming public are undergoing an appreciable change. There was a time when the purchase of chocolates for gift purposes or otherwise was influenced by preference for a specific make, but today modern packaging methods and style trends have injected another element into the purchase of this confectionery. It happens frequently that old favorites are discarded at the last moment for another brand, not quite as established in the public's mind, for a reason that is becoming very obvious—appearance or utility value.

Four striking packages now in use are described with illustrations. The first three are in modernistic, Early American and sport styles, respectively. The fourth is covered with wood-brown velour paper decorated only with gold embossed trade mark and gold lettering and with gold foil paper on the edging. An interesting feature of this series of packages is the wrapper supplied with each box. The company label does not appear on the packages except to seal the transparent cellulose at either end, but labels which carry a miniature repeat in color of the decorative motif identify on the wrapper for the retailer and purchaser the particular package sought.

Colors Analyzed and Recorded Automatically

Food Industries, vol. 3, p. 272.

MORE accurate duplication of characteristic colors in food products is encouraged by a recording color analyzer which has recently been placed on the market. This analyzer is a photo-electric mechanism that automatically draws the color curve of a sample in the visible spectrum. This curve forms a permanent record to be used as a standard or as a guide for matching colors with a standard.

The color of solid as well as transparent materials can be analyzed and the analyzer can be used to control the basic materials entering into the manufacture of colored products. Approximately 3½ minutes is required to obtain a characteristic curve. This instrument will be of value in several food industries such as beverages, confectionery and baking.

Refrigeration Increases Salability of Chocolate Coated Candy

By James F. Cyphers. Food Industries, vol. 3, p. 198.

THE simplest way to use refrigeration is to put some direct-expansion coils along the walls of a room which is made to serve all purposes, including cooling of centers, dipping or coating, cooling the coated centers and packing. The centers should be coated when they are just slightly cooler (1 to 5 degrees) than the dipping temperature of the chocolate. The dipping temperature may vary from 80° F. for some milk chocolate coatings and chocolate liquors to be hand-dipped, to 94° F. for high-grade, dark chocolate coatings to be used on an enrober. The average dipping temperature for most coatings is 1 or 2 degrees above or below 88° F. The room in which hand dipping takes place should be dry and have a temperature of about 65° F. Direct expansion coils are preferable to brine coils for cooling tunnels, as their control is simpler and quicker and they are easier to defrost; brine coils also have the disadvantages of corrosion, leakage and sluggish action.

New Method for Testing Agar, Gelatin and Other Jellies

By H. C. Lockwood and R. S. Hayes. Chem. and Ind. (London), vol. 50, p. 145; The Fruit Products Journal, vol. 10, p. 319.

AN apparatus called the Ridgelimeter has been devised for the purpose of measuring the strength of jellies of various kinds, thus making it easier to obtain standard products. The instrument is essentially a micrometer capable of measuring to 0.001 inch by means of a micrometer screw. The article contains considerable data relative to gelatin and agar.

Bleaching Almonds

By A. A. Ramsay and G. W. Norris. Agricultural Gazette, New South Wales, vol. 42, p. 153-4; The Fruit Products Journal, vol. 10, p. 351.

OFF-COLORED almonds were successfully bleached by immersing the nuts in 1 per cent sulfurous acid for 2 to 5 mins. or in a 0.5 per cent solution for 5 to 10 mins., followed by drying the nuts in thin layers.

Badly stained almonds and those stained black at the base were successfully bleached by the following methods: (1) The nuts were immersed for 20 mins. in a solution of chloride of lime containing 1 oz. per gal., and acidified with a little acetic acid. After drying for one day the nuts were dipped into a 1 per cent sulfurous acid solution for 5 mins. and again dried. (2) The nuts were immersed for 5 mins. in a 1 per cent sulfurous acid solution, dried for one day, and then spread out in thin layers. They were again washed with water and dried. Finally, the almonds were dipped for 20 mins. in chloride of lime solution acidified with acetic acid, and thoroughly dried.

Practical Ways of Using the Census of Distribution

Director Feiker of the Bureau of Foreign and Domestic Commerce offers ten suggestions to manufacturers

TEN instances of practical ways in which the Census of Distribution may be used by manufacturers were given by Frederick M. Feiker, Director of the Bureau of Foreign and Domestic Commerce in a recent address before the Associated Industries of Massachusetts. These ten suggestions to manufacturers as compiled by John Guernsey of the Census Bureau, representing but a few of the number that have been reported to the Department of Commerce recently, are as follows:

1. *Base your distribution on the number of retail stores,* in any given kind of business that carry your kind of goods.

2. *Learn what other stores might carry your products.* By a comparison of the break-down of sales by commodities in the retail reports, you can learn whether there are other kinds of stores with which your sales department is not familiar, and that might be induced to carry your products.

3. *Map the wholesale resources in your proposed territory.* By a study of the Wholesale Census reports, you can discover how many wholesale merchants, brokers, jobbers, and other types of wholesalers there are in any particular section of the country who distribute your kind of goods. To the manufacturer or primary producer, the wholesale statistics enable the producer to follow the principle of selective distribution. By study of the wholesale reports he can determine roughly where his wholesale market lies and the extent of his market. He will find the basic facts to enable him to select brokers or selling agents in territories where they will serve his interests most efficiently. He can select wholesale merchants or jobbers on a scientific basis and he can discover the location and relative strength of chain warehouses. It is possible for him to see how widely other manufacturers have established wholesale branch houses. Information is given for 92 commodities that shows the volume of commodity sales by different trades and by all of the various types of wholesale middlemen operating in those trades. These facts are of inestimable value in formulating an intelligent selective distribution program.

4. *How to measure your potential market.* The retail census reports contain schedules showing the commodities sold by each kind of retail store as well as the percentage of sales of each commodity in relation to the total sales of that kind of store. A given commodity is often found in many kinds of stores. To measure your potential market, compile the total sales of all the stores of each kind that sell your products, and apply thereto the percentage that represents the sales of your classificaton of goods. This can be done for any city, county, state or combination of states.

5. *Adapt your sales policies to the requirements of retailers.* Many ambitious sales campaigns are failures, because they were not checked in advance by an experienced distribution engineer to insure that they would be acceptable to retailers. Producers should understand the problems that retailers face. In the abscence of a retail consultant, manufacturers may, by a careful study of the Retail Census reports, gain a sympathetic understanding of the many problems faced by retailers. This understanding applies particularly to such factors as operating expenses, customers' returns and allowances, extent and character of competition, credit that must be extended to customers, and the availability of wholesale distributors.

6. *How to determine price policies.* You know that the potential market is greater when the price is lower; however, the producer's price can not disregard the conditions under which the article is finally retailed. Certain retail prices are not popular with the public, and of course increase sales resistance. On account of this the retailer many times finds himself forced to adopt too high or too low retail prices, because the producer did not follow through to the consumer in planning his price policies. A study of the Retail and the Wholesale Census reports will allow the producer to set margins between his price and the planned retail price that make due allowance for distribution costs. If you plan to distribute through any of the several types of wholesale channels, this method is particularly applicable.

7. *Reconsider your present marketing methods and policies.* Now is the time to revise your present policies in the light of a better understanding of the complex machinery of distribution; due to the fact that for the first time dependable facts are available as to modern wholesale and retail methods of distribution. A few days of study of the Census of Distribution reports by everyone in a manufacturing concern, from the president down, can be time well spent in the process of revising your present marketing methods and polices.

8. *Profit by avoiding costly experiments in marketing.* Manufacturers who have attempted to sell directly to the consumer through manufacturer-controlled chains of stores, often have found such attempts to be unsuccessful. Much

(*Continued on Page* 51)

TRADE MARKS *for* Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

PEANUT TREAT, candy. Use claimed since March 13, 1931. New England Confectionery Co., Cambridge, Mass.

FROZO and design, solidified combination of fruits congealed and marketed in bar form with or without edible coating thereon. Use claimed since 1930. Frigid Fruit Corporation, Hollywood, and Miami, Fla.

TEAKWOOD, candy. Use claimed since March, 1931. Teakwood, Inc., Chicago, Ill.

FROZEN MINTS, chewing gum. Use claimed since May 28, 1931. American Chicle Co., Long Island City, N. Y.

SNOW-JO, frozen confection. Use claimed since May 18, 1931. Tom Huston Frosted Foods, Inc., Columbus, Ga.

ORPHAN ANNIE, doughnuts, cakes, pies, breads and candies. Use claimed since June 19, 1931. Orphan Annie Greaseless Doughnut Shop, Clearwater, Fla.

POPPLES, frozen confections. Use claimed since Aug. 17, 1931. The Popsicle Corp. of the United States, New York, N. Y.

POPSY, frozen confections. Use claimed since Aug. 17, 1931. The Popsicle Corp. of the United States, New York, N. Y.

AUTOGIRO, chewing gum. Use claimed since June 16, 1931. Beech-Nut Packing Co., Canajoharie, N. Y.

LINDA ROSE, for edible cups for frozen and other confections. Use claimed since Jan. 15, 1930. Linda Baking Co., St. Louis, Mo.

M. WASHINGTON—G. WASHINGTON, candies. Use claimed since March 1, 1931. Martha Washington Candies Co., Chicago, Ill.

GOLDEN RULE, candy. Use claimed since Oct. 31, 1894. The Citizens' Wholesale Supply Co., Columbus, Ohio.

GOLDEN RULE and shield, candy. Use claimed since Oct. 31, 1894. The Citizens Wholesale Supply Co., Columbus, Ohio.

REID'S SPECIAL, ice cream and frozen confections. Use claimed since 1892. Reid Ice Cream Corp., Brooklyn, N. Y.

PUREKIST, candies. Use claimed since June 1, 1930. Benjamin Harrison Rauff, Brooklyn, N. Y.

CRYST-O-MINT, peppermint flavored boiled hard candy. Use claimed since June 19, 1931. Life Savers, Inc., Port Chester, N. Y.

CLOSE FRIEND, candy. Use claimed since Jan. 1, 1931. The George Close Co., doing business as Close's, Cambridge, Mass.

PLUS ONE, chewing gum. Use claimed since Aug. 20, 1931. Wm. Wrigley, Jr., Co., Chicago, Ill.

MICKIE MAC, candy. Use claimed since April 1, 1931. John Mackintosh & Sons, Ltd., Inc., Boston, Mass.

TREES, candy. Use claimed since May, 1919. Samuel Zimetbaum, doing business as Trees Candy Co., Newark, N. J.

SUN TOT, candy and candied citrus. Use claimed since Sept. 15, 1930. Tropical Sweets, Inc., Davenport, Fla.

SELF TOS-TED-NUTZ, salted and unsalted nuts of all kinds. Use claimed since June 1, 1931. Luther B. Self, Portland, Ore.

VI-COD, candy containing vitamins. Use claimed since Dec. 11, 1930. Sun Vitamin Co., Oxford, Pa.

VIRAY, candy containing vitamins. Use claimed since Dec. 11, 1930. Sun Vitamin Co., Oxford, Pa.

ORMON sugar confectionery mixtures in the nature of candy. Use claimed since June, 1929. Maconochie Brothers, Ltd., London, England.

NECCO, chewing gum. Use claimed since June 30, 1931. New England Confectionery Co., Cambridge, Mass.

Samuel F. Williams

IT was with a feeling of keenest regret that the candy industry learned of the death of Mr. Samuel F. Williams. Mr. Williams has served the candy industry for a number of years, his most recent connection having been with the Sales Division of the Corn Products Refining Company. Mr. Williams died on October 15th as the result of an attack of appendicitis. He was 48 years of age. His funeral services were held October 17th from the Campbell Funeral Parlors in New York.

In addition to his association with the Corn Products Refining Company he was vice-president of the National Confectionery Salesmen's Association.

Shortly after his graduation from Wake Forest College Mr. Williams went with the Sweets Company of America. He was primarily responsible for the initial success of that company's Tootsie Rolls. He rose to the position of vice-president and manager of the company, but later resigned to become affiliated with the American Maize Products Company, and from there he went to Corn Products Refining Company.

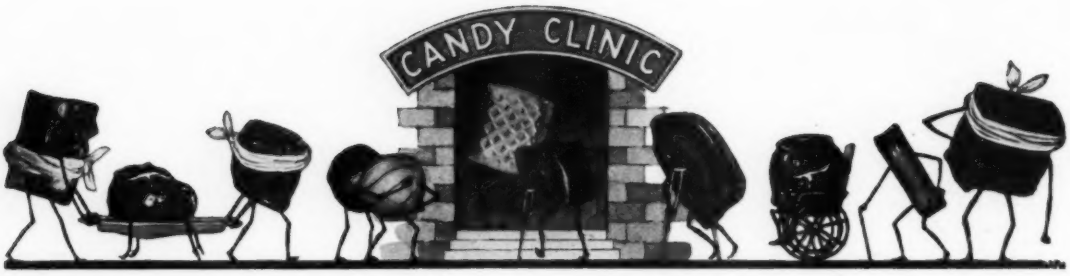
Mr. Williams was known for his jovial good humor and infectious personality. His loss will be keenly felt by those who had the pleasure of knowing him.

William Edward Adams

ON Sunday, October 25th, the chocolate and confectionery industry lost one of its best known figures in the person of Mr. William E. Adams, vice-president since 1926 of the Rice Chocolate Company of Everett, Mass. His death was sudden, the result of bronchial pneumonia and heart affection. He was 69 years of age at the time of his death.

Mr. Adams' earliest connection with the candy industry was with Croft & Allen. In 1881 he became associated with H. O. Wilbur & Sons of Philadelphia as New England and Middle West sales representative. That association continued for thirty-four years, during the greater part of which time he established and operated the Adams Argood Candy Shop, located at 219 South Broad street, Philadelphia. He was elected vice-president of the Rice Chocolate Company in 1926. In addition to holding a life membership in the Manufacturers' Club of Philadelphia he was a member of the New England Confectioners' Club, Lulu Temple, University Chapter R. A. M., University Lodge No. 610, F. & A. M., and Mary Commandry Knight Templars.

Funeral services were held October 27th at the Riverside Memorial Chapel, New York City. Mr. Adams' passing is a distinct loss to the industry.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is bar goods, penny goods and cordial cherries; next month it will be pan goods and salted nuts. Each sample represents a bona fide purchase in the retail markets, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Bar Goods, Penny Goods *and* Cordial Cherries

Code 11A 31

Jordon Almonds—No Weight—15c

(Purchased in manufacturer's retail store in San Francisco, Calif.)
Appearance of Package: Good, but too small for a 15c seller.
Jordon almonds packed in transparent cellulose bag. Silver seal used; printed in black.
Coating: A trifle too thick.
Colors: Good.
Flavors: Good.
Almonds: Good.
Panning: Good.
Remarks: These almonds well made but sugar coating too thick. The package looks small for the price of 15c.

Code 11B 31

Cordial Cherries—½ lb.—75c

(Purchased in a retail drug store in Oakland, Calif.)
Appearance of Package: Good.
Box: One layer, full telescope; white, printed in gold and green, with spray of red cherries. Neat and attractive. Wrapped in transparent cellulose.
Appearance of Box on Opening: Very good. Cherries wrapped in gold foil and well packed.
Chocolate Coating: Milk; good.
Center: Cordial; good but lacked flavor.
Cherry: Good.
Remarks: This chocolate cherry is well made; complete cordial, but lacked flavor. Suggest a good cherry flavor be used in the cordial. This will also give the cherry more flavor.

Code 11C 31

Assorted Ju Jubes—1c

(Purchased in Chicago, Ill.)
Colors: Good.
Texture: Good.
Flavors: Good.
Remarks: These goods are well made.

Code 11D 31

Iced Jellies—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Too small.
Color: Good.
Icing: Good.
Flavor: Poor.
Texture: Good.
Remarks: The flavor is poor and the size too small for a 1c seller.

Code 11E 31

Chocolate Soldiers—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Pieces: Good.
Texture: Good.
Flavor: Fair.
Remarks: Piece has a burnt taste.

Code 11F 31

Caramels—3 for 1c

(Purchased in Chicago, Ill.)
Appearance of Pieces: Good.
Texture: Good.
Flavor: Good.
Remarks: A good eating caramel for a 1c seller.

Code 11G 31

Taffy—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Pieces: Good.
Texture: Good.
Flavor: Had a bad grease taste.
Remarks: Not a good tasting taffy.

Code 11H 31

Peanut Butter Taffy Bar—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Pieces: Good.
Texture: Good.
Flavor: Good.
Remarks: A good eating penny number.

Code 11I 31

Bubble Gum—1c Each

(Purchased in Chicago, Ill.)
Texture: Good.
Flavor: Good.
Remarks: This is a good piece of bubble gum.

Code 11J 31

Bubble Gum—1c

(Purchased in Chicago, Ill.)
This is a panned piece of bubble gum.
Color: Good.
Panning: Good.
Flavor: Good.
Remarks: This makes an attractive piece of bubble gum.

Code 11K 31

Butterscotch—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Pieces: Good.
Color: Good.
Flavor: Good.
Remarks: This is a good eating piece.

Code 11L 31

Penny Roll—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Good.
Flavor: Poor.
Remarks: The flavor is poor; needs checking up.

Code 11M 31

Fudge—1c

(Purchased in Chicago, Ill.)
Appearance of Fudge: Good.
Texture: Good.
Flavor: Good.
Remarks: This is a good piece of fudge for 1c.

Code 11N 31

Lozenges—3 for 1c

(Purchased in Chicago, Ill.)
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: Should be a good penny number.

Code 11O 31

Candy Novelty—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Too small.
Pink marshmallow with a real marble stuck on top.
Marshmallow: Good.
Remarks: Entirely too small a piece for a 1c seller.

Code 11P 31

Ju Jubes—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Hats: Good.
Colors: Good.
Texture: Fair.
Flavors: Good.
Remarks: Should be a good 1c seller.

Code 11Q 31

Cream Wafers—2 for 1c

(Purchased in Chicago, Ill.)
Pink and white crystallized cream wafers.
Color: Good.
Texture: Good.
Flavors: Good.
Remarks: Good eating candy for penny goods.

Code 11R 31

Chocolate Cigar—No Weight—1c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Solid chocolate half a cigar, put in a cigar envelope.
Chocolate:
Color: Good.
Taste: Good.
Mould: Good.
Remarks: A good looking 1c seller.

Code 11S 31

Novelty Fudge Piece—No Weight —1c

(Purchased in Chicago, Ill.)
This piece is a hard fudge baseball glove.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: This is a good 1c novelty piece.

Code 11T 31

Panned Peanuts—1½ ozs.—5c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Folding carton with Cellophane window. Package contained sugar panned peanuts, colored red.
Coating: Too thick.
Peanuts: Good.
Remarks: This would be a better eating confection if the sugar coating were a trifle thinner.

Code 11U 31

Candy Corn—1½ ozs.—5c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Folding carton with Cellophane window.
Color: Good.
Texture: Good.
Flavor: Good.
Color: Good.
Remarks: This is a good candy corn but a trifle high priced at 1½ ozs. for 5c.

Code 11V 31

Marshmallow Banana—1 Piece 1c

(Purchased in Chicago, Ill.)

Appearance of Banana: Good.
Color: Good.
Texture: Good.
Flavor: Good.

Remarks: Seems small for a penny seller.

Code 11W 31

Hard Candy Pop—No Weight—1c

(Purchased in Chicago, Ill.)

Hard Candy Pop:
Color: Good.
Texture: Good.
Flavor: Grape; good.

Remarks: A good sized pop for a 1c seller.

Code 11X 31

Caramel Nut Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Two wrappers used; outside wrapper printed.
Chocolate Coating: Fair.
Center: Of Caramel and Peanuts.
Texture: Good.
Flavor: Fair.

Remarks: Peanuts had a strong taste.

Code 11Y 31

Chocolate Coated Marshmallow Bar—1¾ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper used.
Chocolate Coating: Milk; fair.
Center: Of light chocolate colored marshmallow in nabisco wafer cup.
Texture: Too soft.
Flavor: Good.

Remarks: Suggest nabisco shell be more brittle.

Code 11Z 31

Chocolate Coated Marshmallow Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper used.
Chocolate Coating: Dark; fair.
Center: Marshmallow.
Texture: Good.
Flavor: Good.

Remarks: This is a big bar for 5c.

Code 11Aa 31

Chocolate Coated Marshmallow—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper used.
Chocolate Coating: Milk; fair.
Center: Of Marshmallow and Peanuts.
Texture: Good.
Flavor: Good.
Peanuts: Good.

Remarks: This is a good eating bar.

Code 11Bb 31

Chocolate Coated Cocoanut Cream Bar—1¾ oz.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Foil printed wrapper used.
Coating: Bittersweet; good.
Center: Cocoanut Cream.
Texture: Good.
Flavor: Fair.

Remarks: This is a good eating bar but it looks small.

Code 11Cc 31

Chocolate Coated Nougat Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Foil printed wrapper used.
Chocolate Coating: Milk; good.
Center: Light Nougat.
Texture: Good.
Flavor: Good.

Remarks: This is one of the largest bars on the market.

Code 11Dd 31

Chocolate Coated Nougat Caramel Bar—2½ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper used.
Chocolate Coating: Milk; fair.
Center: Light Nougat and Caramel.
Texture: Good.
Flavor: Good.

Remarks: This bar is very similar to Milky Way.

Code 11Ee 31

Chocolate Coated Nougat Bar—1½ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Foil wrapper used.
Chocolate Coating: Dark; fair.
Center: Of Nougat.
Texture: Good.
Flavor: Good.

Remarks: A good eating nougat bar.

Code 11Ff 31

Nut Fudge Bar—1¾ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Wrapper of transparent cellulose.
Color: Chocolate; good.
Texture: Good.
Flavor: Good.

Remarks: This is a good eating fudge bar. Contained a small amount of cocoanut.

Code 11Gg 31

Honey Bar—1½ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Two wax wrappers used; outside wrapper printed.
Color: Good.
Texture: Good.
Flavor: Good.

Remarks: A very good honey bar.

Code 11Hh 31

Honey Bar—2½ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Chocolate color glassine wrapper printed in gold and red.
Chocolate Coating: Dark; good.
Center:
Texture: Good.
Flavor: Good.

Remarks: This is a good eating bar.

Code 11Ii 31

Fudge Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Transparent cellulose wrapper used; red and blue seal.
Color: Good.
Texture: Good.
Taste: Fair.

Remarks: Fudge had an off taste as though some scrap had been used. Either that or the bar was very old.

Code 11Jj 31

Chocolate Coated Bar—1½ ozs. —5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Blue and yellow glassine wrapper used.
Coating: Milk; good.
Center: Good.

Remarks: This is a good eating bar.

Code 11Kk 31

Panned Raisins—1½ ozs.—5c

(Purchased at a candy stand on a ferry boat, San Francisco, Calif.)

Appearance of Box: Good.
Box: Folding; Cellophane window; printed in red, yellow and white.
Coating: Fair.
Raisins: Good.
Taste: Good.
Panning: Good.

Remarks: A good 5c package of coated raisins.

Code 11Ll 31

Cocoanut Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Fair. Transparent cellulose wrapper used with red and gold seal.
Colors: Entirely too deep.
Texture: Good.
Taste: Good.

Remarks: This is a good eating bar but the colors are too deep.

Code 11Mm 31

Chocolate Covered Marshmallow Bar—1⅞ ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Transparent cellulose wrapper used with silver and blue seal.
Chocolate covered peanut and marshmallow.
Chocolate Coating: Fair.
Peanuts: Good.
Center of Marshmallow: Good.

Remarks: This is a good eating 5c bar.

Code 11Nn 31

Chocolate Coated Nougat Caramel Bar—2½ ozs.—5c

(Purchased in Chicago, Ill.)
Appearance of Bar: Good.
Coating: Dark; good.
Center:
Texture: Good.
Flavor: Good.
Remarks: A good eating bar.

Code 11Oo 31

Chocolate Cream Bar—1½ ozs. —5c

(Purchased in Chicago, Ill.)
Appearance of Bar: Good. Wrapper of transparent cellulose.
Chocolate Coating: Fair.
Center: Leaking; cream partly dry.
Flavor: Good.
Remarks: This bar needs some checking up as it was leaking and the cream was not in proper condition.

Code 11Pp 31

Caramel Roll—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Good.
Flavor: Good.
Remarks: This is a good 1c number.

Code 11Qq 31

Cordial Cherries—3 for 5c

(Purchased in Chicago, Ill.)
Chocolate Coating: Milk; fair.
Cherry: Good.
Cordial: Good.
Remarks: This is a good cordial cherry at the price.

Code 11Rr 31

Chocolate Bar—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Tough.
Flavor: Fair.
Remarks: Not a good eating piece.

Code 11Ss 31

Licorice Piece—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Good.
Flavor: Good.
Remarks: Good eating for this type of goods.

Code 11Tt 31

Chocolate Coated Cherry Cream—1¼ ozs.—5c

(Purchased in Chicago, Ill.)
Appearance of Bar: Fair.
Chocolate Coating: Milk and peanuts; fair.
Center: Cream cherries; good.
Remarks: Bar is good eating but hard to handle.

Code 11Uu 31

Molasses Bar—1¾ ozs.—5c

(Purchased in a drug store, Boston, Mass.)
Bar is made up of a clear molasses hard candy, sponged center, with peanut butter.
Appearance of Bar: Good.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is one of the best bars of its kind the Clinic has examined.

Code 11Vv 31

Banana Caramels—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Good.
Flavor: Too strong.
Remarks: Flavor so strong piece could not be enjoyed.

Code 11Ww 31

Taffy Piece—2 for 1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good.
Texture: Good.
Flavor: Fair.
Remarks: Flavor needs a little checking up.

Code 11Xx 31

Wild Cherry Lozenges—½ oz.—1c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Texture: Tough.
Flavor: Medicated; not good.
Remarks: The flavor of this piece is not right and should be checked up.

Code 11Yy 31

Root Beer Lozenges—½ oz.—1c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Texture: Tough.
Flavor: Fair.
Remarks: These lozenges seem too tough but no doubt are good penny sellers.

Code 11Zz 31

Cordial Cherries—6 Pieces—10c

(Purchased in Chicago, Ill.)
Appearance of Package: Good. Folding carton with Cellophane window.
Dark Coating: Fair.
Center: Cherry; good.
Flavor: None could be tasted.
Cordial: None—all cream fondant.
Remarks: Suggest fondant be made so that it will cordial; also use some cherry flavor in the fondant.

Code 11AA 31

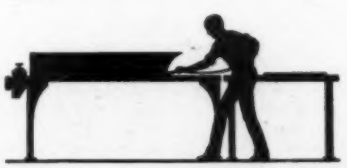
Penny Gum—1 Piece—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good for penny gum.
Texture: Good.
Flavor: Too mild.
Remarks: This piece needs more flavor.

Code 11BB 31

Penny Gum—1 Piece—1c

(Purchased in Chicago, Ill.)
Appearance of Piece: Good for penny gum.



Texture: Fair.
Flavor: Good.
Remarks: Had a slight tendency to stick to the teeth.

Code 11EE 31

Cordial Cherries—1 lb.—25c

(Purchased in a retail drug store in New York City.)
Appearance of Package: Good for this priced goods.
Box: Two-layer, printed in red, brown and white. Tied with red ribbonzine.
Appearance of Box on Opening: Good.
Chocolate Coating: Dark.
Color: Good.
Gloss: Good; pieces scratched.
Strings: Fair.
Taste: Good for this priced goods.
Center: Cherries in cream.
Cordial: Hardly any, all fondant.
Cherries: Good.
Taste: Little could be tasted.
Remarks: These cordial cherries are good for the price. Suggest a cherry flavor be used in the center. This type of candy is one of the reasons for the cry, "What's the matter with the candy business?"

Code 11FF 31

Cordial Cherries—1 lb.—39c

(Purchased in a chain cigar store in New York City.)
Appearance of Package: Good.
Box: One-layer, printed in gold, red and white. Tied with tinsel gold cord.
Appearance of Box on Opening: Fair. About one-half of the cherries were broken and massed in one piece, unfit to eat.
Chocolate Coating: Milk.
Color: Good.
Gloss: Fair.
Strings: Good.
Taste: Fair.
Center: Cordial cherries.
Cordial: Good.
Cherries: Good.
Taste: None.
Remarks: The cherries and cordial were tasteless. Suggest a good cherry flavor be used. Cherries will carry better if packed in two-layer box.

Code 11CC 31

Lemon Lozenges—½ oz. Roll—1c

(Purchased in Chicago, Ill.)
Appearance of Package: Good.
Texture: Tough.
Flavor: Not strong enough.
Remarks: No doubt a good penny seller.

Code 11DD 31

Cordial Cherries—1 lb.—39c

(Purchased in a chain store in Boston, Mass.)
Appearance of Package: Good.
Box: Full telescope, tied with red ribbon.
Appearance of Box on Opening: Good.
Chocolate Coating: Dark; fair.
Center: Cherry; good.
Flavor: None could be tasted.
Cordial: Part cordial and part fondant.
Remarks: Suggest a good cherry flavor be used in the fondant, also fondant made to cordial more.

Eric Lehman Says:

Candy Quality Is Improving

IN examining the penny goods and bar goods for this month's and last month's Candy Clinic I was very favorably impressed by the fact that candies are getting better and better, especially in the lower priced goods. The very low price of raw materials is, of course, the chief factor; the improvement of candy quality has been general. I remembered it was a year, or possibly two years ago, I examined some of the rankest candy for the Clinic I have ever been called upon to pass judgment on. The flavoring and coloring of that particular lot of low-priced goods was undoubtedly the worst possible. But now, among penny goods particularly, surprising values and quality are to be found. There are exceptions, of course, but generally speaking the quality to be had in today's penny goods is far better than it has been in years.

We hear of one hundred and twenty count goods selling as low as fifty cents. Such prices seem impossible; certainly there is no profit to be made at this price. In a number of the penny pieces, both the size and the quality of the piece is something to cause wonderment. Most of the better penny goods houses are wrapping the penny pieces or putting them up in bags. This is really a splendid condition. Some of our dollar a pound houses should look around and see just what value is now being given for a penny; there is a surprise in store for them!

We used to hear about candy bars being bigger and better. Very often the bar in question was bigger, but no better, or vice versa. Today it is not at all uncommon to find that both conditions are true—the bars are bigger and they are better. I have seen some very good quality bars weighing as high as two and one-half and even two and three-quarter ounces selling for five cents. Despite that fact we hear of the same bar selling wholesale for as low as fifty-five cents for a carton containing twenty-four pieces. Well, if the manufacturers can sell goods at fifty-five cents a carton without impairing the quality of the candy, and at the same time increase the size and *make a profit*, all the more power to them. The public wants and deserves good candy and they are certainly getting it at very attractive prices.

There has been a great deal printed in the various magazines about candy quality, maintaining standards, etc. Unquestionably this has served to good purpose and has helped to make the manufacturer more conscious of the quality of his product.

Much has been said and written about the suicidal practices of price cutting, giving free goods and extra discounts. It seems to me if we can produce better quality, and give more for the money, we can also work out some way of doing business profitably along sound, ethical lines. Let's cut out the free goods and the extra discounts and the price cutting. It *can* be done and you know it. Look around you and observe what has happened to the fellow who invariably indulged in these unbusinesslike practices. If he isn't already out of the picture, he is fast going out, mark my word.

We Cribbed This One

THE old-fashioned all-day sucker is America's most popular candy, according to reports of the National Confectioners' Association. Meeting the sucker demand is one of the chief concerns of the candy industry. Machines now have been invented that turn out 400 suckers a minute, or 192,000 a day, and 1,152,000 a week.—Wall Street Journal.

And who knows more about suckers than Wall Street?—Ed.

Improvement in Candy Trade

PROBABLY the most noteworthy straw pointing toward an early return of prosperity is in the candy trade. A study made by the Department of Labor of the state shows that not only is production in Chicago better than in 1930, but that employment in the candy factories here is 2.8 per cent greater than at the same period in the peak year of 1929. Activities around the main candy manufacturing centers of Chicago verify the statement that "business is fine."—*C. R. D. A. News.*

GLOSSARY OF TERMS USED IN THE VANILLA BEAN BUSINESS—This interesting and informative 4-page pamphlet has just been compiled and published by E. De Cousinéry, 24 Rue Saint-Saëns Opera, Marseilles, France. It defines clearly over 70 terms commonly used in connection with the vanilla bean industry. Copies may be secured on request by writing for Circular No. 32.

"VIM SHORT-CENTER DRIVES"—This is the name of a new 148-page belt treatise compiled by the engineering research staff of E. F. Houghton & Company, Philadelphia, Pa. It is an entirely new treatment of efficient short-center drives and contains charts, tables and engineering data on 5,000 standard Vim efficiency drives ranging from 5 to 100 h.p. While the publication is not for general distribution, copies of it will be delivered by a Houghton distributor to executives and engineers directly interested in transmission who will send in their requests in writing on the letterhead of the concern or individual.

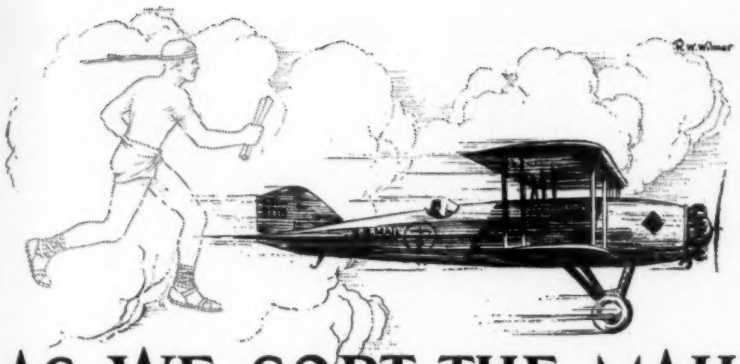
Simplification of Products and Packages

(*Continued from Page 27*)

sponsible—the reduction of half of one per cent of moisture in flour resulted in the gain to a large biscuit and cracker firm of rather more than thirty thousand dollars annually, and one could quote any number of similar instances on a smaller scale.

With regard to finished products and packages, we have already seen that standardization and simplification can be advantageous in many cases, and one has only to think of a box of safety matches, and to calculate out the cost of the box alone, to realize what standardization can do to price if scientifically applied.

In the confectionery industry, also, some standardization would obviously be effective in reducing costs in several directions, and a seriously minded, representative committee could do much to remove the burden of the present unnecessarily involved stock-keeping of raw materials, finished goods and innumerable empty and filled packages.



AS WE SORT THE MAIL

Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

Constructive Work Welcomed

I HAVE just read your editorial on "Selling by Suggestion" in the September issue of THE MANUFACTURING CONFECTIONER and I wish to personally thank you for this article, also the two items which you discussed in your Clinic.

This is a fine work you are doing and manufacturers who are trying to give to the public high grade confections at a reasonable price should welcome such constructive criticisms that you are giving through your journal.

We would like to have some reprints of this article and would appreciate your advising us what they would cost and in what quantities we would have to order.

W. W. P., Philadelphia, Pa.

Thanks from South Africa

PLEASE accept our thanks for your valuable help in passing on to Messrs. Gillespie & Co. names of suppliers of processed cherries for dipping purposes. We appreciate the help given.

D. D. W., East London, South Africa.

Colored Sugars

I AM interested in knowing whether any company manufactures sugar in color other than the cubes. I am making crystallized Florida fruits and would like to have this to use in rolling the fruit that I might get the different colors. If you can give me this information, I shall greatly appreciate it.

Mrs. W. T. R., Tallahassee, Fla.

We know of no company making a colored sugar in finely granulated form for commercial purposes. It is understood The Federal Sugar Refining Company at one time produced a vari-colored granulated sugar which they called Rainbow Sugar. This was about ten years ago, however.

WILL you kindly let us have the address of the General Plastics, Inc., who advertise a new candy container molded of "Durez" in your magazine?

D. B. M., Brooklyn, N. Y.

Interested in Containers

PLEASE tell us where we may purchase "Durez" containers illustrated on page 43 of your magazine.

Also tell us where we may purchase the molded glass containers as illustrated on page 44 of the same issue.

C. C. C., St. Joseph, Mo.

"Durez" containers: General Plastics, Inc., North Tonawanda, New York.

Molded glass containers: Hazel-Atlas Glass Corporation, Wheeling, W. Va.

From the Orient

THROUGH the post office (Mita, Tokyo) I have paid you $3.00, for which you will be kind enough to send me THE MANUFACTURING CONFECTIONER for one year, beginning with the latest number.

Will you kindly let me know your books, written about candies?

M. O., Tokyo, Japan.

Your subscription to THE MANUFACTURING CONFECTIONER *is very much appreciated. We hope you will find it a highly valuable addition to your present library.*

We are attaching a partial list of books published in this country and Great Britain on the subject of Confectionery together with the names of authors and in every case possible, the date published and the publisher's name and address.

A Reader From Rio

Enclosed please find a New York bank draft for $3.00 in payment of a year's subscription to THE MANUFACTURING CONFECTIONER.

I am interested in securing a formula for the manufacture of a good 5 cent chocolate covered cocoanut cream bar and if you are able to help me out in this regard, I would greatly appreciate it.

L. J. R. V.,
Rio de Janeiro, Brazil, S. A.

COCOANUT CREAM BAR

Ingredients:

200 *lbs. fondant*
75 *lbs. sugar*
75 *lbs. corn syrup*
75 *lbs. cocoanut*

Method:

Cook sugar, corn syrup and cocoanut to a hard ball. Then add 200 lbs. fondant, mix well, and pour out on paper-lined table or trays, and let set over night. Cut to suit and enrobe in chocolate.

FONDANT

200 *lbs. sugar*
3 *ozs. cream of tartar*
7 *gals. water*

Cook to 242 degrees F. Let this fondant stand 24 hours before using it in the above cocoanut cream bar.

Census of Distribution

(*Continued from page* 44)

money and time can be saved by producers avoiding costly marketing plans that do not check with the facts disclosed by the Distribution Census.

9. *How to check a proposed advertisng campaign.* In planning national or other advertising campaigns, it is now possible to select media that reach the dealers or the portion of the public that you wish to interest, because it is now possible to know what cities, counties and states constitute your best potential market. Some advertising agencies, and some of the magazines in the national field, have gathered this type of distribution facts in the past, on their own account and at great expense, and they are among the first to welcome the Distribution Census as a distinct advance over anything heretofore obtainable. Advertisers now will base their plans upon the Census, and producers should have a working knowledge of what it shows as a means of guidance and also as a tool for checking such plans.

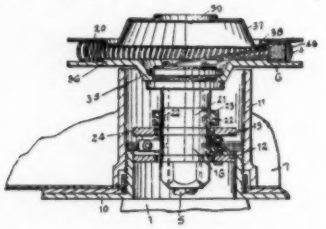
10. *Where to locate distributing warehouses.* The question as to where distributing warehouses should be placed to the greatest advantage can now be determined through an analysis of the Distribution Census reports, with particular reference to the kinds of retailers in which you are particularly interested.

Dept. of Commerce Report.

WHAT'S NEW?

New Patents

1,806,111. Candy Cotton Forming Machine. Buren Moad, Toledo, Ohio. Filed Sept. 10, 1929. Serial No. 391,687. 4 claims. (Cl. 107—8.)



2. In a candy cotton machine, a spinner member formed channel-shape and having a bottom curved in its cross section and joined with the flanges by curved portions, the bottom of the channel having slots extending from the curved portion of the top to the curved portion of the bottom of the spinner member, a heat coil formed of a flattened spirulate band resting against the curved interior surface of the spinner member, a pair of rings connected to the band, a pair of arcuate contacts for making contact with each of the said rings, a pair of arms for supporting each pair of contacts; a pin for pivotally supporting the arms to locate the contacts on opposite sides of the ring, a tension spring for connecting the ends of the arms together for elastically pressing the contacts on opposite sides of each ring.

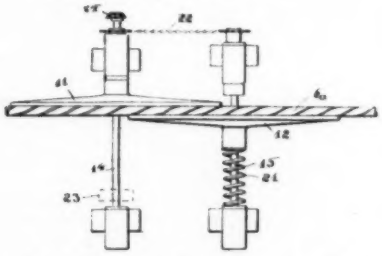
1,803,615. Process of Extracting Fat from Cacao Bean or a Product Thereof. Ivan S. Hocker, Philadelphia, Pa., assignor to The Hocker Corporation, Philadelphia, Pa., a corporation of Delaware. Filed Aug. 24, 1928. Serial No. 301,946. 4 claims. (Cl. 87—6.)

3. The herein described method of extracting fat from cacao beans which consists in heating and agitating an aqueous mixture of a cacao bean product by a rotary motion about a horizontal axis thereby thoroughly to wet the solid non-fatty constituents thereof so as to break down the intimate union between the same and the fatty constituents and so as also to gelatinize the starchy constituents, adding a suitable amount of diastatic material slowly agitating the mass until the gelatinized starchy constituents are saccharified adding a suitable amount of carbonate to the mixture and further agitating the same by a rotary motion about a vertical axis to raise the liberated fatty constituents to the surface, and lastly withdrawing said fatty constituents.

1,808,831. Process for Recovering Fatty Products. Henry L. Borg, Stamford, Conn., assignor to Postum Co., Inc., Battle Creek, Mich., a corporation of Delaware. Filed Jan. 21, 1928. Serial No. 248,573. 5 claims. (Cl. 87—6.)

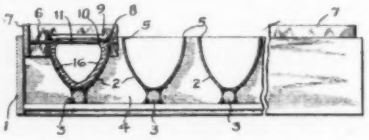
5 In a process for treating a finely divided cacao bean mass which contains not less than approximately 30 per cent of cacao butter, whereby said butter may be removed from the solid constituents of the mass, which includes the step of slowly agitating the mass in the presence of approximately 12 per cent by weight of water while maintaining the mass at a temperature of approximately 100° C.

1,792,672. Candy Machine. Fred E. Zaiss, Beverly Hills, Calif. Filed Sept. 12, 1928. Serial No. 305,476. 3 claims. (Cl. 107—4.)



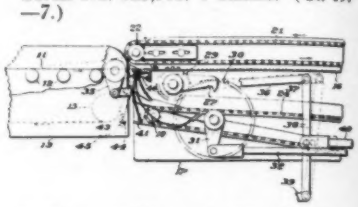
1. In a candy machine, a twisting mechanism consisting of rotating disks yieldable axially in relation to one another disposed with their flat faces opposite one another and with their individual central axes offset to one another and disposed so that a material can be passed between the disks away from the center through the overlapping portions of the disks in such a manner that the material will move forwardly in one direction in a plane parallel to the faces of the disks away from the axes of the disks and so that the candy will be rotated by the disks simultaneously with the forward movement through the disks.

1,793,263. Apparatus for Making Chocolate Cherries. Morris Strop, Woodmere, N. Y. Filed Dec. 4, 1928. Serial No. 323,607. 6 claims. (Cl. 107—1.)



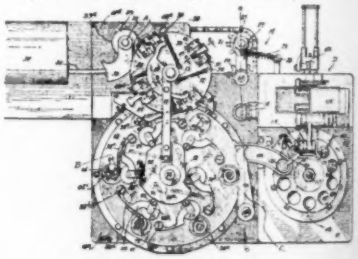
1. An apparatus for making confections having in combination, a frame carrying a plurality of shell-molds, in combination with a sealing plate having a plurality of cups each adapted to receive a shell-mold and the bottoms of which are formed of glazed, non-adhesive material.

1,807,338. Confection Conveying Machine. Frederick W. Greer, Cambridge, Mass. Filed March 28, 1931. Serial No. 525,913. 7 claims. (Cl. 197—7.)



1. In a machine of the class described, mechanism for leading flexible plaques, comprising in combination, a plaque supporting surface, mean for carrying successive plaques upwardly around the edge of said surface and along the surface, a conveyor apron having the end of its uper run positioned close to the end of said surface to deliver article upon a plaque passing upwardly therebetween, and mechanism for momentarily shifting the conveyor apron away from said surface to clear the forward end of a plaque passing upwardly therebetween.

1,800,695. Candy Machine and Process for Making Candy. Eseck C. Miller, Newark, N. J., assignor of one-fourth to Morris Kirschstein, New York, N. Y. Filed Feb. 6, 1925. Serial No. 7,260. 19 claims. (Cl. 107—4.)



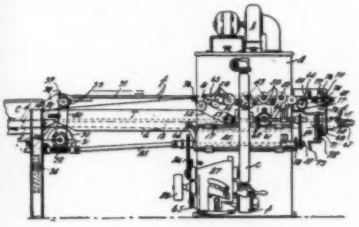
17. A candy manufacturing process consisting in forming a candy mass having a filler into a continuous elongated strand with a "soft" core, dividing the strands into portions of uniform length, sealing the ends thereof, and coiling said portions into compactly shaped pieces, and molding said pieces into desired finished shape.

1,825,785. Process of Coating, Veneering or Glazing Candles with a Permanent Color. John Finn, Jr., San Francisco, Calif., assignor to Benjamin C. Mickle, San Francisco, Calif. Filed May 19, 1930. Serial No. 453,862. 2 claims. (Cl. 87—21.)

1. The method of coating candles which consists in grinding a pigment

in fine particles, melting a mass of wax and raising the same to a temperature of approximately 150° F., adding the ground pigment to the wax, stirring the ground pigment into the wax until the mass is cool, allowing the wax and pigment mixtures to set, remelting the said mass, straining the mass to remove the oversize particles of pigments therefrom, raising the strained mixture to a temperature of approximately 180° F., adding stearic acid thereto, and dipping candles into the resultant solution for applying a permanently colored coating of film-like material thereto.

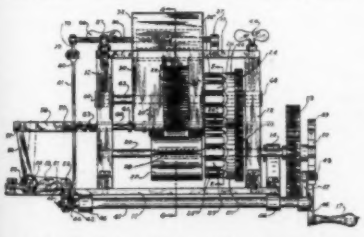
1,813,655. Confection Coating and Decorating Machine. Alonzo Linton Bausman, Springfield, Mass., assignor to National Equipment Company, Springfield, Mass., a corporation of Massachusetts. Filed March 15, 1928. Serial No. 262,010. 13 claims. (Cl. 91—3.)



1. In a machine for coating and decorating confections, a heated casing, a conveyor on the upper stretch of which confections are carried through said casing, means in said casing for coating said confections, said confections clinging to the conveyor while it passes from its upper to its lower stretch, a delivery conveyor underlying the first conveyor to receive the coated confections as they drop from said lower stretch, said second conveyor extending through said casing and having its upper stretch moving in the same direction and at substantially the same speed as the lower stretch of the first conveyor, and insulating means for protecting the finished confections on the second conveyor during their travel through said casing from the effects of the temperature existing therein.

12. The method of controlling the decorations, formed in the coatings of confections by strings drawn out from the plastic coatings as the confections fall from the under side of a conveyor, to which they have been clinging by their plastic coatings, consisting in varying the slope of the conveyor at that portion of its travel where the confections fall therefrom.

1,814,008. Candy Machine. Fred Par-



nell, Medicine Hat, Alberta, Canada. Filed Dec. 12, 1929. Serial No. 413,589, and in Canada Aug. 6, 1929. 3 claims. (Cl. 107—8.)

1. A candy machine including a supporting frame structure; a main rock shaft mounted in said supporting frame structure; a second rock shaft mounted in said supporting frame structure at right angles to the first mentioned rock shaft; a pair of drums having mould sections adapted to register for producing successive complete candy moulds; operating means for said drums; an automatic feed mechanism for feeding handles to position opposite said moulds; link connections between said rock shafts; means actuated by the drum operating means to rock said main rock shaft as each successive complete mould is produced by registration of the mould sections of said drums; and reciprocating means actuated by the second rock shaft to force a handle from said automatic feed mechanism into each complete mould as the latter is produced.

Chicago Production Club Studies Sugar

MEMBERS of the Candy Production Club of Chicago were taken on an imaginary trip Monday evening, November 2, through the sugar plantations of Cuba and the refineries of the American Sugar Refining Company, when they were shown two reels of motion pictures by George B. Hild, assistant sales manager for the western district of the company.

In introducing the pictures, entitled "Energy Crystals of Health," Mr. Hild said: "Our object is better to acquaint you with the equipment which provides sugar for your candy manufacturing plants. Sugar was in use by mankind as early as 25 B. C. Its origin has been lost in mythology, but the processes of its refinement have developed until today it has become one of the world's most valuable sources of energy and health."

The films were given an enthusiastic audience by the club members who were unanimous in their expression of the educational interest they afforded. Along with the pictures Mr. Hild exhibited samples of three grades of sugar used by candy manufacturers.

President John Clark paid a tribute to the memory of Earl R. Allured, late publisher of THE MANUFACTURING CONFECTIONER, who had been an enthusiastic member of the club.

More than thirty Production Club members were present at this third meeting of the season. W. H. Kelly of the Goelitz Candy Company was taken in as a new member and the following guests were introduced: W. T. Morey of the Great Western Sugar Co., Denver; Mr. Thurman of W. H. Edgar & Son, Detroit; Mr. Eddington, Hillman's, Chicago; Joe Leffel, Boston Store; R. Dace, Fannie May; G. McDonald and C. W. Larson, Corn Products Refining Co.

A dinner dance for the members and their wives is being planned for sometime in January or February. The next meeting will be held December 7 in the form of a regular business meeting.

Consulting Service for the Smaller Manufacturer

MR. FRANCIS CHILSON, widely known consulting production and packaging engineer, has instituted a special group consulting service for the smaller manufacturers whose annual sales are less than $500,000 per annum. This service has been eagerly welcomed by the trade because it gives the individual manufacturer unlimited technical assistance with all his chemical, manufacturing, packaging and general problems at extremely moderate fees made possible by the group rate.

It has long been recognized in the trade that a service of this kind was badly needed. The progress of the smaller manufacturer is retarded and his costs are unnecessarily high because he cannot afford to retain high priced, well trained and experienced men as employees, nor can he retain the services of consulting experts every time technical problems arise. As a result he is constantly confronted with troublesome problems which sap his profits and hamper the growth of his business.

Realizing this need and being aware that the problems of non-competing manufacturers are in many cases identical, Mr. Chilson organized his service in such a fashion that each subscriber will be given the benefit of expert advice on *his own particular problems*. Hence, the service is not general, but is specific and practical. No limit is placed upon the number of times a client may apply for assistance, advice and information.

An exceptionally fair aspect of the plan is that no client is obliged to pay the remainder of the monthly fees if for any reason he wishes to discontinue the service before the end of the contractual period of one year.

It is interesting and significant to note that a number of large manufacturers have already subscribed to the plan to supplement the efforts of their own technical staffs by providing a fresh, unbiased, outside viewpoint.

Specific details may be obtained by writing Mr. Chilson in care of this paper.

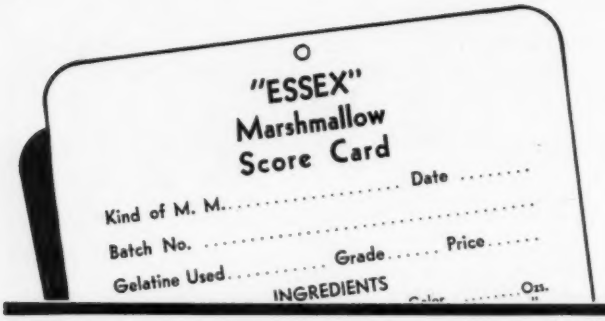
Rockford Jobbers Combine

THE jobbing business of Swingley Bros. of Rockford, Ill., has been taken over by Eby Loeser Company of the same city.

Hickok Sells to Spangler Candy Company

The C. F. Hickok Co. has sold its trade mark, good will and formulas for the manufacture of its chocolate brittle chips to the Spangler Candy Co., Bryan, Ohio, who will hereafter manufacture and supply it to the jobbing trade.

Mr. Hickok states that the Spangler Candy Co. is packing his chocolate chips in the same labeled boxes formerly used by the C. F. Hickok Co. for the past several years.



Make This Test
... at Our Expense

How accurately do you check up the advantages of one gelatine over another? Outside of consideration of price do you weigh all the factors which, when taken into consideration, determine the salability of your product? Are you sure the gelatine you are now using is the best for your product?

To assist you in a more accurate study of these problems, we have devised a Marshmallow Score Card, copies of which will be supplied gratis to any manufacturer mentioning this publication who is desirous of putting this matter to the acid test. A small keg (⅛ Bbl.) of Essex 5-Star Gelatine will also be expressed for purposes of comparison. Can we be fairer than that? Be assured your request for Score Cards obligates you in no way.

ESSEX GELATINE DIVISION
CRYSTAL GELATINE COMPANY
Peabody **Mass.**

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